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JUNE, 1907

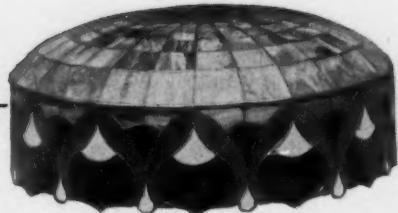
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SELLING ELECTRICITY



FOR JUNE
Full Report of THE
COMMERCIAL DAY
at the
NATIONAL CONVENTION

Published Monthly by C. W. LEE CO., 54 Clinton Street, Newark, N. J.



OUR BOOK ON PORTABLES AND ART SHADES

should be in the hands of every central station man who has a display room—who is thinking of opening a display room. It is a genuine work of art. It will show you a line of portables that will sell in your territory.

Write today

**UNIQUE ART GLASS &
METAL COMPANY**

BROOKLYN
NEW YORK



SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION
— IS A —
GOLD MINE
— For Central Stations — IF —
FEDERAL
INTERCHANGEABLE
ELECTRIC
SIGNS

• ARE USED •

•
A central station manager writes us that he paid
for his signs and netted eight cents per K. W. for his
current. You can do the same. We'll tell you how.
•

Federal Electric Company

LAKE & DESPLAINES STREET

CHICAGO, ILL.

Eastern Agent—Federal Sign System (Electric)
317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

WHEN YOU SEE A

Flaming Arc Lamp

Ask these Seven Questions about it.



- What is its current consumption?
- Its burning hours?
- Its initial price?
- Its initial expense?
- Its maintenance expense?
- Is it attended by skilled or unskilled labor?
- What is the life of such a lamp?

The Excello Flaming Arc is the only lamp
that will be found to answer all these ques-
tions satisfactorily.

That is why it is

“ Seen Everywhere ”

EXCELLO ARC LAMP COMPANY
GRAMMERCY BUILDING
NEW YORK CITY

SELLING ELECTRICITY

A Magazine of Business Getting for Central Stations and Electrical Men Generally

FOR JUNE, 1907

Dudley Farrand

Portrait of the new President N. E. L. A., taken by our staff
photographer.

Frontispiece

The New Business Day

G. W. Harris 5

Full report of morning session by a member of the CONVENTION
DAILY staff.

Afternoon Session

13

Reported by the official reporter N. E. L. A.

Review of Publicity Methods

C. W. Lee 15

The only published report of Mr. Lee's talk before the National
Convention.

New Business Day Papers

20

Complete abstracts of the papers read by—

Henry L. Doherty.
J. E. Montague
F. A. Willard
F. W. Loomis
F. H. Golding
J. Sheldon Cartwright
James R. Strong
F. M. Tait.

Geo. Williams
Frank W. Frueauff
Leon H. Scherck
R. S. Hale
D. J. Kenyon
A. D. Mackie
E. S. Marlow
M. S. Seelman, Jr.
E. R. Davenport

C. F. Oehlmann
R. C. Hemphill, Jr.
H. J. Gille
Homer Honeywell
Geo. N. Tidd
Robert W. Rollins
F. H. Plaice
Geo. Steinwedell

Echoes of the Convention

38

Interesting News Items picked up by the CONVENTION DAILY's staff.

Expressions of Approval

40

Ideas from Everywhere

42

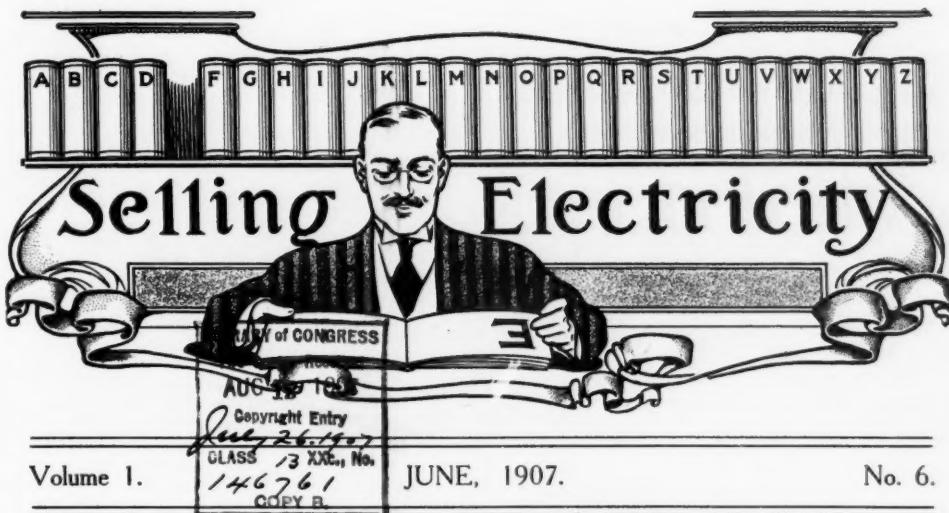
Editorial

47



MR. DUDLEY FARRAND
THE NEW PRESIDENT OF THE N. E. L. A.





THE NEW BUSINESS DAY

FULL ACCOUNT OF THE SESSIONS OF FRIDAY, JUNE 7. PREPARED BY SELLING ELECTRICITY'S OWN REPORTER.

G. W. HARRIS

TO a goodly number of the 1,400 and more delegates who attended the Thirtieth Convention of the National Electric Light Association, held at the New Willard Hotel in Washington, June 4th to 7th, the sessions of the last day were the most attractive of the whole extremely interesting program. The convention was the best attended, the biggest, the most enthusiastic and probably from every point of view the most successful in the history of the association, and from several considerations the last day was the most important of all. This was called "Commercial or New Business Day" and its whole program was devoted to the subject of business getting.

After two technical reports held over from the preceding day had been disposed of, President Arthur Williams resigned the chair to Mr. W. W. Freeman, of Brooklyn, the chairman of the Committee to Assist in the Further Development and Prosecution of the Plans of the Co-operative Electrical Development Association, who was listed on the program to outline the "Scope and Character of Papers and Discussion." Mr. Freeman promptly showed the qualities of an able presiding officer. Inasmuch as the convention was one hour behind time in reaching the business scheduled for the day, he plunged into the midst of things at once and instead of "wasting any time in pre-

liminary talk, "he said, the session would "try to show the real commercial spirit and finish on time." He then introduced Mr. J. Robert Crouse, of Cleveland, with the remark that if anyone present did not know the first speaker of the session it was because he could not be reached by the United States Mails.

MR. CROUSE'S PAPER.

Mr. Crouse presented his paper on "Co-operative Commercialism in the Electrical Field," by summarizing its salient features. He pointed out that commercial co-operation "amounts to the recognition by increasing numbers of men of the fact that they can gain more individually by joining others in the prosecution of an enterprise than is possible in an equal degree by their segregated, conflicting, individual effort" and, taking up the practical aspect of this thesis, that "This question of educating the public to the freest possible use of electricity for light, heat and power is a vital, existing community of interest to us all, whether we manufacture, job, construct or sell current.

"We are in fact joint sellers of the final service. Here is the edge of the commercial wedge which we owe it to ourselves and to one another for the purest of commercial reasons to drive home by the most effective methods for the expansion of the market, common in this degree to us all."

Mr. Crouse then outlined the plans which have been passed upon favorably by the special committee of the N. E. L. A. of two years standing, "as well as by committees of all the representative associations in the electrical field." These include pro-

visions for a corps of expert solicitors, one for power work, one for heating and one for lighting; for representatives among the electrical contractors, among architects, builders, contractors, etc.; for the issuance of commercial literature to the electrical trade and to allied trades; for co-operating advertising agencies and for a national campaign of advertising in magazines and periodicals. On certain of the plans outlined \$55,000 has been spent and fully an equal amount by the trade papers and advertising agencies and others whose co-operation has been secured and induced. In the last ninety days \$90,000 has been underwritten, and for the completed plans as drawn an ultimate annual expenditure of \$370,000 is involved.

As to the results secured, said Mr. Crouse, a summary of reports from 934 central stations showed an aggregate for 1906 of \$871,347.50 expended in taking up new commercial activities; and with the reasonable assumption that this "has continued for the five months of 1907, it would now aggregate \$1,234,408.95. Allowing 45 cents as a liberal estimate of the cost of securing a 16 cp. equivalent of new or added business, this would result in 2,743,131 sixteen cp. equivalents, or 137,156.55 kw.

"Assuming that this business was added to the peak, (or would eventually come to be), it would have created, at \$100 per kw., a demand for electrical and other apparatus and supplies aggregating \$13,715,655, which would directly accrue to the benefit of the manufacturers, jobbers, and contractors and aggregate sales of electric

current for the central stations in the amount of \$6,857,827.50.

"Indicated by the barometer of incandescent lamp demand, it may be said that this co-operative movement was started May 12th, 1905, when the incandescent lamp manufacturers appropriated the initial \$10,000 for its execution. The gain in lamp sales for the country at large was 5 per cent. in 1904 over 1903; 8 per cent in 1905 over 1904; 20 per cent in 1906 over 1905, and so far this year more than 25 per cent. over the corresponding period of 1906.

"With due regard for the prosperous times, which we have enjoyed here is a result which rightfully must challenge your attention.

"It has not been possible to get a complete tabulation of the results, some of which have just been indicated, and this should, therefore, be taken as an offset in the interpretation of the results as being traceable in a large degree to the co-operative move-

ment. Viewed as a whole, the expenditures incurred in relation to the business which has been developed from the standpoint of the manufacturers alone is but .004 per cent in relation to the added business. If the result be cut in two, it amounts to .008 per cent, or if one-fourth to .016 per cent."

Mr. Crouse concluded:

"Electricity itself applied to communication and transportation in the annihilation of time and distance has been, and is the real instrument of all closer commercial co-operation and association upon which modern business development is based. I submit to you, therefore, that we, of all men, who are its immediate devotees, should be the first to recognize the essential unity existing in our own business, display our willingness to work the problem out together and secure finally the tremendous business benefits which surely must follow."



The Exhibition Hall as it appeared at night. The decorative lamps being of orange color did not show in photograph.

As soon as the applause which greeted Mr. Crouse's paper had subsided, Mr. John F. Gilchrist, of Chicago, read the report of the N. E. L. A. Co-operating Committee, recommending the hearty endorsement of the co-operative movement as now outlined and proposed and suggesting the active participation in the organization and direction of the association by the member companies.

Mr. Henry L. Doherty, of New York, then read a paper on "Possibilities of Commercial Development." Mr. Doherty began with a quotation from his opening address to the N. E. L. A. in Cincinnati, May, 1902, when he had predicted that "within five years the members of our association will almost lose sight of engineering matters in their eagerness to increase their sales." While this prophesy had not been wholly realized, he went on to say:

"We have already reached the commercial age. Each day the commercial end of our business assumes greater and greater importance. The aggressive work being done by many central stations in the country has created a new standard of lighting, and while it is possible for the other central stations to do nothing and still reap some benefit from the work of others, it is now possible for a small expenditure of money and effort to bring splendid returns in the field of development of business."

Instancing the lavish use of light by the exploiters of our large national expositions, Mr. Doherty pointed out that the thousands of visitors who have been attracted to the national expositions by the lavish use of light, can be attracted to any city that uses light with equal profusion. "For every dollar of benefit secured by the national expositions ten dollars of benefit will be secured to the city that can make its lighting brilliant to a degree that will attract universal attention and wonder." Mr. Doherty continued:

"We used to talk about the point of saturation, meaning that time when we should have sold all the light and power that could be sold in a given city. If there is such a thing as the saturation limit we have not yet found it. I can say truthfully that the longer we carry on the development of

work, the more easily additional business is acquired and the more business there is still in sight."

This paper was received with hearty applause, and the chair remarked that the association would be perfectly willing to let Mr. Doherty go on making predictions if they would continue to be fulfilled as completely as were those he had already made.

An extremely interesting and suggestive paper on "New Business—How to Get It—How to Keep It" was then read by Mr. F. M. Tait, of Dayton, Ohio. Lack of space forbids



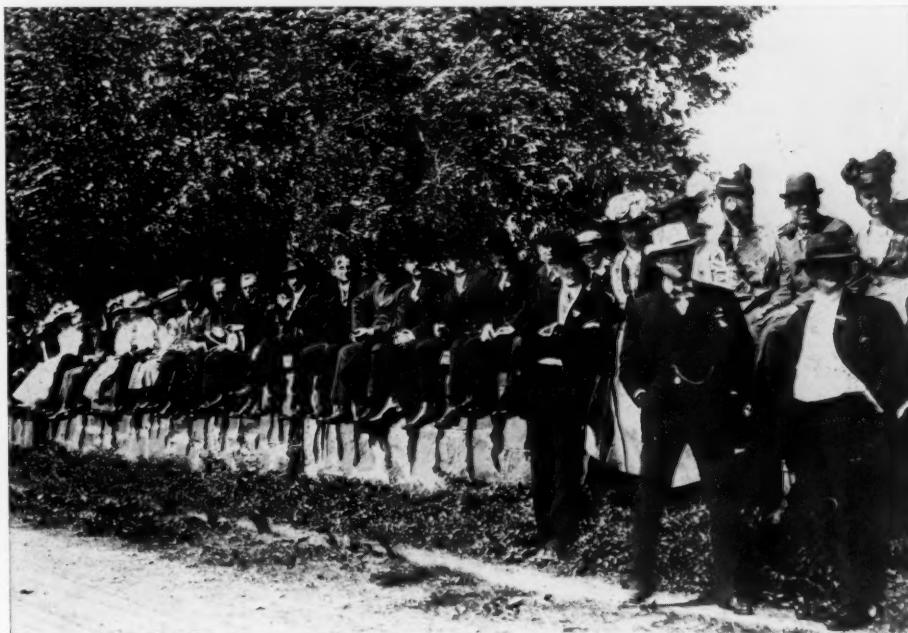
W. W. Freeman who presided at the New Business Day sessions.

even a summary of all the points of Mr. Tait's paper, which touched upon such topics as the card index system, central station libraries, solicitors and their records, instruction, etc., advertising, outline and window lighting, electric signs, display rooms, and others. One of the most important of his recommendations was in these words:

"The use of the local newspapers should be undertaken with cuts and well-written advertisements properly displayed and frequently changed. This is a part of the new-business effort that should be carefully looked after, as considerable money may be wasted if the subject is not intelligently handled. The newspapers are also likely to be friendly, especially if your company's attitude is right, the service good and the rates normal."

Mr. J. E. Montague, Reporter, of Niagara Falls, N. Y., in his paper on "New Business Results Demonstrated in Cities of All Sizes" presented an interesting series of tables showing results achieved in a dozen different cities ranging in population from 1350 to 1,425,000; and in his summary of the facts deduced found ample proof that "aggressive commercial departments are the most important factors in the cultivation of improved relations with the public and have in numerous instances been worth to companies all they cost from this standpoint alone."

This finished the first section of the day's program, devoted specifically to "The Commercial Field." "Questions of Policy" was the classification of the next section taken up, and under this general heading Mr. F. A. Willard, of Rochester, N. Y., pre-



*Watching the Drill at Fort Meyer.
A snap-shot by the Convention Daily's photographer.*

sented a paper on "Sales Policy in Combination Gas and Electric Companies;" and Mr. F. W. Loomis, Reporter, of Savannah, Ga., read one on "Co-operation of the Electrical Trade Papers in Business Getting." Under the subdivision "Wiring" Mr. F. H. Golding, of Dayton, Ohio, read a paper on "How to Get the Old Buildings Wired", Mr. J. Sheldon Cartwright, of Knoxville, Tenn., took up the subject of "How to Get the New Buildings Wired" and Mr. James R. Strong, of New York, president of the National Electrical Contractors' Association of the United States, who was on the program to speak on "Co-operation of the Elec-

the secret of its ability to obtain substantial contributions toward this great movement of publicity and extension from all interests is that its influence shall be such that the business secured by the various interests shall be profitable."

"In conclusion: let us all co-operate in increasing the wiring of buildings; in the standardizing of such wiring, and in perfecting such relations as will make such wiring profitable to all concerned. In the words of the immortal Crouse, push "all together—all the time—for everything electrical."

This was followed by a brief discussion, the gist of which was that



The Capitol.



Congressional Library.

trical Contractor in the Wiring of Buildings," chose as his subject instead "Co-operation of the Contractor in Business-Getting." Some of the good things in Mr. Strong's address which brought cordial applause were these:

"It seems to me that nothing is of greater importance to this movement for extending the electrical business, than that the fly-by-night, trouble-breeding, flexible-cord installations and their like be relegated to oblivion."

"The secret of the success of this co-operative association is that all shall contribute to its support, and

the best results are accomplished by co-operation with the contractors.

Mr. M. S. Seelman, Jr., of Brooklyn, thought the whole matter lay largely in the hands of the contractors themselves. Mr. Leon H. Scherck, of Birmingham, Ala., said his company had found that the best solicitor it had was the electrical contractor—"in co-operating with him it is not necessary to sacrifice any new business. We must not forget that he is in business just as we are." His firm had found it profitable to plan installations with contractors and sometimes held monthly meetings with them. Mr. George R. Stetson, of New Bed-

ford, Mass., raised a hearty laugh by instancing a case he knew of where instead of doing any wiring the lighting company set its solicitors to work to find new houses, with the result that "a man either wired his house, moved out of town, or died."

Under the final heading of the program for the morning session, "The Solicitor", Mr. R. S. Hale, of Boston, spoke on the "Value and Use of Solicitors' Handbook" and also read a brief paper on "Practical Experience with a Handbook" by Mr. L. D. Gibbs, of Boston. Mr. George William's paper on "Sizing up the Territory—Preparing the Lists of Prospective Customer's was read by Mr. W. H. Gardiner, of New York. Mr. Williams said, among other things:

"A few years ago the name and address of house occupants might suffice for a list of prospects; now a list of a score of items can be recorded to one household and all worked on to advantage, because electricity has been applied with efficiency at a more rapid rate than the central station has educated its public.

"We are apt also to underestimate the purchasing ability of the prospect. It should be remembered that in the majority of instances the same amount of money, or greater, is already being expended by the prospect for the same object with nearly every difference in favor of electricity."

The morning session ended with a paper by Mr. Frank W. Frueauff, of Denver, enumerating the "Qualifications of Solicitors for Different Classes of Business."

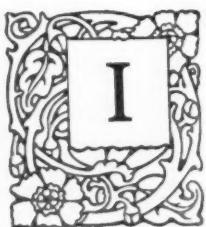


No shock is ever caused by our prices. Our work, goods and charges give three-fold satisfaction. A house without electrical appliances is only half finished, the most important factors of comfort being omitted. Don't stick to grandpa's ways from this mistaken opinion that electricity is too expensive for you, because it is not. Modern ideas are within everybody's reach. Call Phone 202 or stop in at 207 East Second St.—*Poling Electric Co., Ottumwa, Iowa.*

President Arthur Williams

ON THE

Necessity of Conciliating Public Opinion



N the movement toward the municipal socialism—which for a time threatened to sweep the country—there seems to have been a pause. As opposed to it, Chicago and London have won notable victories during the year. This appears to have been done entirely through an educational appeal to public reason. The facts for and against the movement have been fully and clearly stated and the public was not slow in deciding between right and wrong, nor long in making known its decision.

Fair play may be expected from the American public. But it must have facts, not personal opinions with nothing behind them other than "mere assertion." For many years the public has heard only one side of the question, and, therefore, could not do otherwise than form a one-sided—and as subsequent events have proven—a wrong opinion. This pause should not be considered as a victory. Rather simply an indication that the public is willing to hear both sides and to render its opinion in favor of those who, in their treatment of the public, are in turn entitled to public support.

The power of public opinion, and the resistless force it exerts when centered upon a given subject, has been one of the object lessons of the year. It promises to become increasingly a predominant feature in the conduct of the affairs—political, corporate and individual—of our American municipalities. It should be carefully studied, shaped where wrong, and always reckoned with.

—From President Williams' Address to the Convention.

AFTERNOON SESSION

FINAL MEETING OF THE THIRTIETH ANNUAL CONVENTION REVEALS HOW GREAT IS THE INTEREST IN COMMERCIAL PROBLEMS

WHEN Chairman Freeman's gavel fell promptly at 2:15 o'clock, calling to order the final session of the Thirtieth Convention, the large attendance testified to the serious concern with which new business problems are being studied by central station managers. While a few whose interests centred about technical subjects were absent, their places were more than filled by commercial men to whom this day's proceedings were the vital part of the whole convention.

After the reading of Mr. Marlow's paper, "Advertising Results Demonstrated in Cities of All Sizes," Mr. Leon Scherck prefaced his contribution with the suggestion that the reading of papers be omitted in future conventions. The suggestion seemed to meet with some approval, as did also his paper, "How to Measure Results and Pay Solicitors."

Mr. D. J. Kenyon, Vice-President, the Sheldon School, then made a brief summary of the salient points covered by his paper. Being restricted as to time, Mr. Kenyon covered the subject only briefly, but so well were his remarks received that Mr. Freeman expressed the thanks of the meeting. Mr. W. H. Gardiner and Mr. E. N. Wrightington responded briefly to a

call for discussion of the half-dozen papers preceding. The point made by Mr. Gardiner was that electric light men should study their competitors more closely.

The papers on advertising were then taken up, the first speaker being Mr. C. W. Lee, whose offering was a stereopticon talk. He was introduced by Mr. Freeman with these words:

"There is no more healthful agent in our business than the art of advertising, and we are to have the privilege now of hearing and seeing the presentation of an advertising exhibit from the representative of one of the most progressive advertising companies, Mr. C. W. Lee, of Newark, N. J."

Mr. Lee's talk not having been prepared in time for issuance with the other papers, and no copy having been taken by the official stenographer, SELLING ELECTRICITY publishes it in full in another part of this issue. At its conclusion, the Chair said, "You will all agree that this has not only been interesting and helpful to us, but indicates the scope of these advertising campaigns, and the practical results obtained. I am sure that the preparation of this review has cost Mr. Lee both money and considerable effort, and our thanks are due to him,

and I am sure you will authorize me to tender them to him in your behalf."

The following papers were then presented: "How to Make the Most of Newspaper Advertising," Mr. A. D. Mackie, Peoria, Ill.; "Measuring the Results of Advertising," Mr. M. S. Seelman, Jr., Brooklyn, N. Y.; "Value of the Service of the Advertising Agency or Specialist," Mr. Lawrence Manning, Owosso, Mich.; "Display Room and Demonstration as Business Getters," Mr. E. R. Davenport, Providence, R. I.; "New Business by Indirect Methods," Mr. L. D. Mathes, Dubuque, Ia.; "Co-operative Lighting of Streets by Merchants," Mr. H. J. Gille, St. Paul, Minn.; "Illuminating Engineering as an Aid to Securing and Retaining Business," Mr. C. F. Oehlmann, Cincinnati, O.; "Methods of Securing Residential Business," Mr. R. W. Hemphill, Ann Arbor, Mich.; "Methods of Securing Sign, Window and Outline Lighting," Mr. Homer Honeywell, Lincoln, Neb.; "Methods of Securing Power Business," Mr. George N. Tidd, Scranton, Pa.; "Catering to Power for Automobile Charging," Mr. R. W. Rollins, Hartford, Conn.; "Establishing Day Circuits in Towns of 10,000 Population and Under," Mr. F. H. Plaice, New Bremen, O.; "Methods of Exploiting Electric Heating Devices," Mr. T. K. Jackson, Mobile, Ala.

At the completion of the last paper Chairman Freeman threw the meeting open to a discussion, which proved very interesting. Mr. Tidd's ideas on "off-peak" contracts were endorsed and examples given to show that this form of contract is reasonable to the customer. The members then went

after Mr. Plaice, of New Bremen, O., with a volley of questions and requests for facts and figures. He stood his ground well, giving the details of the methods whereby he has achieved an income of \$8.50 per capita.

Mr. John Gilchrist then offered the following motion, which was carried:

"I move a vote of thanks to the publishers of the 'Convention Daily.' I think they have rendered an excellent service to the National Electric Light Association this year."

Mr. Freeman then congratulated the meeting upon having concluded its work within the allotted time, and upon the number and high class of the papers which had been prepared for its consideration, after which he resigned the chair to President Williams.

The concluding minutes of the meeting, under the guidance of President Williams, were given over to the reading and adoption of a resolution of thanks to the people of Washington for their part in the successs of the convention, after which the members went into executive session.



Snap-shot of J. Robert Crouse.

A REVIEW OF PUBLICITY METHODS

A STEREOPTICON TALK BEFORE N. E. L. A., PUBLISHED EXCLUSIVELY IN SELLING ELECTRICITY

By C. W. LEE

THE Convention Hall was darkened for Mr. Lee's talk, and in order to facilitate the progress of the program the speaker only displayed a portion of the lantern slides which had been prepared.

In opening Mr. Lee told a story to illustrate central station conditions. He said in part:

"Pat had just come over from his native land, and was visiting his brother Tim in Colorado. Tim's vocation was that of fireman on one of the mountain roads. In order that Pat might see some of the beautiful scenery and learn more of the country of his adoption, Tim had him ride on his engine over one of the mountain divisions. Seated in the cab on the high cushion, Pat watched the foothills recede as the engine with its train plunged into the recesses of the mountains. One moment he could see hundreds of feet below, through scrubby pines and quaking aspens, the green valleys, then they would plunge between towering boulders, swaying from side to side, Pat clinging to his seat with difficulty—around a sharp curve rushed the train. The black yawning mouth of the tunnel loomed in view directly ahead. Pat gasped.

Tim yelled out above the roar of the train, 'What's the matter? Don't you enjoy it?' 'Oh, it's grand, it's grand!' exclaimed Pat, 'but, for Hivin's sake, Tim, don't miss that hole!'



Booklet Cover Design

"The successful central station train to-day is running on the track of judicious advertising, coupled with intelligent soliciting. Beyond the tunnel of business vicissitudes lie green fields of increased earnings and substantial dividends. Now, my appeal to-day to



Folder Used in Power Campaign.

you—men representing the commercial end of a great industry—is not to miss the hole.

"Results—substantial results—is the demand made upon every commercial department. Your directorate do not care how these results are obtained. They only insist that they shall be secured with the least possible expenditure.

"Several weeks ago I received an urgent appeal from Mr. Lupke, the esteemed editor of the Question Box. He feared that the advertising section of the Question Box would fall flat unless more answers were secured. After a careful perusal of the questions, I was assailed with the thought, 'Have all of our educational efforts been in vain?' Here are two of the questions:

"If you had an advertising appropriation of from five to fifteen thousand dollars, would you spend it in the street cars or the newspapers?"

"With an adequate new business appropriation, would you expend this money for solicitors or advertising?"

"These questions struck me as being about as inane as the time-worn query: 'Which would you rather do or go fishing?'

"Thousands of dollars are being expended foolishly each year on central

BETTER GET IN LINE

What is the lesson to you in the amazing progress in the South?
In 1896 there was only \$40,000,000 invested in cotton mills in the entire South; now there is over \$225,000,000 invested.

In 1896, \$650,000,000 was invested in general manufacturing; in 1906 \$1,000,000,000. For the same fifteen years the value of Southern manufactured products increased from \$917,000,000 to \$1,780,000,000; and the value of exports from \$360,000,000 to \$625,000,000.

There are a few from a great mass of figures showing the wonderful development of Southern industry. Manufacturers by the score, in every line of business, are removing their plants to the South, every month in the year. You would do well to get in line. Everything is in your favor; everything you need may be obtained cheaply and you can, while maintaining your selling price, greatly reduce your cost of production.

Come to Columbus, destined to become the great manufacturing center of the South, with its unlimited water power, its splendid location and facilities, and its exceptional climate, cheap transportation and ease of access from every point of the compass. If you have doubts, all we ask is to know what they are.

**THE COLUMBUS POWER COMPANY
COLUMBUS, GEORGIA**

station advertising. I venture the prediction that within the next two years, syndicate advertising, as applied to central stations, will have passed out. By syndicate, I mean the preparation of stock campaigns or copy, which, in the past, have been made to apply to all classes of central stations. We are living in an age of specialists and the advertising specialist is essential to any live central station.

"To be true to the best interests of his clients, the commercial engineer or specialist, must make a careful study of local conditions, then plan the campaign and copy to fit these conditions, working at all times in harmony with the soliciting force. The solicitor is the first requisite for a new business department, but he can be materially strengthened in his work through plans laid out by the advertising specialist.

"One lighting company which I have in mind, after three years of successful follow-up methods, killed the advertising appropriation this year and nearly doubled its soliciting force. The business has fallen off under this plan, and the directors now realize the folly of discontinuing their advertising.

"All new business efforts are accumulative in results, and to get these results you must everlastingly *hustle, hustle, hustle!*

"Within the allotted time during this crowded business day it would be impossible to show complete advertising campaigns. However, I have prepared a number of slides which will give the commercial men present some idea of successful central station advertising and publicity methods."

Plain Traction Talks

Talk No. 1

This is the first of a series of Plain Talks to the people of Lynchburg upon the Traction, Lighting and Gas situation.

We are living in a great period of deep thinking. Now it is our earnest desire to have the people of Lynchburg think "Right" upon the problems which confront us today, in the endeavor to give you as good traction and lighting service as any city of proportionate size in the country.

We fully realize that your interests are our interests and we want you to make our interests your interests. This is a fair proposition, and, by working in harmony, we can aid in making Lynchburg, the greatest city in Virginia.

We have decided to pursue an "Open Door" policy with the Lynchburg public, and, to present, in a direct way, every phase of our business dealings before the open court of "Public Opinion."

The first step is to talk to you about the things dealing with you and it is our purpose to take you into our confidence.

In these talks we are going to tell you how, during the past few years we have expanded our hands upon thousand details in bettering the physical condition of our city, because we believe in the future of Lynchburg and because we want to give the city

The FINEST STREET CAR SERVICE

The FINEST GAS SERVICE

commensurate with a city of its population.

Then there are plans for the future, plans that mean the expenditure of very large amounts of money. We are going to tell you about these plans. We feel that you have a perfect right to know just what has been done and just what we contemplate doing later on.

Street Lighting Situation

No one realizes better than ourselves the present wretched condition of the street lighting system. Under existing circumstances it has been impossible to remedy the situation. The types of arc lamps and circuit are obsolete—it has been next to impossible to secure repair parts for them. The conditions placed upon us since the expiration of the long term lighting contract precluded all possibility of keeping up the system.

At the present time there is before the City Council, a proposition from us for the installation of a modern system of street lighting, at extremely fair lighting rates to the city. This proposition bears certain conditions which we believe will be accepted by the Council at the end of certain specified periods, should it be deemed advisable.

We want to give the people of Lynchburg a "Square Deal," and all we ask from you is a "Square Deal." We want your co-operation toward bringing about better conditions.

Watch These Talks—They Will Interest You

NOTE—Something new will appear each day in these Talks upon the Traction and Lighting situation. Give them careful consideration. It is our aim to serve the best interests of the public.

LYNCHBURG TRACTION & LIGHT CO.
By R. D. Apperson, President.

Slides were shown of a number of successful bulletins and pieces of advertising matter, as well as letters, in a number of direct-by-mail campaigns which had been successful in cities from 10,000 population to a million. Figures of results obtained were given and covered power, store and window lighting and residence campaigns.

Passing into the newspaper advertising field, Mr. Lee said:

"It is a popular falacy among central station managers that newspaper space possesses little or no value. Within the past two years it has been demonstrated by many central stations, large and small, that the columns of the local daily press can be used to advantage in advertising the wares of the central station. The value of newspaper space is determined by

About Scranton Water

Talk No. 1

Public Service Companies in all parts of this broad land today realize to a greater extent than ever before that their greatest need is to bring about a better understanding between the public and the company.

Every wide-awake and progressive manager of a company of this kind knows that in the long run the corporation can prosper only by giving satisfactory service, and by having satisfactory relations with the public and the municipal authorities.

And knowing this, it is the most evident desire of the wide-awake and progressive manager to give satisfactory service.

There is a natural tendency in the mind of man that he is prone sometimes to think that the general public knows it as well as he does. But unfortunately whenever a company has met with adverse circumstances, and has been compelled to do something that is not quite or not of causing the trouble, the company gets the blame and runs the gauntlet of many people.

For instance, the experience this winter of the Scranton Gas and Water Company.

This company has been serving the City of Scranton for fifty years. It is the largest company in the State of Pennsylvania in the WATER SUPPLY IN THE STATE OF PENNSYLVANIA. That is its aim and purpose and its most ardent desire. Up to December last the water it provided was wholesome and free from salts of dangerous character.

When typhoid made its appearance here and began to ravage this City and in the City of Scranton was not surprised or more shocked than the officers and employees of the Scranton Gas and Water Company.

From the earliest of the dread disease in the presence of the officers and employees of the company, they did all they could do to inform the Municipal Authorities could suggest for them to do in order to make the water supply pure and wholesome.

The result of this deal of misapprehension on this were among

the people of Scranton.

Therefore, we are going to tell YOU—through the newspapers in every town—just what we are doing now to make and to keep the water supply pure and giving satisfactory service.

We want YOU to understand our true position.

Scranton has today the best developed water system in the State of Pennsylvania. It is the largest in the State of Pennsylvania. EVER

REPORT, and we are doing our best to make it the BEST.

Also we want the GOOD WILL of the People of this community. That is why we want YOU to understand our true position, and why we want YOU to understand our true position, and just what our position is in this series of Talks About Scranton Water.

NOTES—Each day you will find here something new

on the subject of Scranton's water supply and its relations to the welfare of the people of this community. This is YOUR

Water, and it is YOUR water, and you are the ones who are to be

interested in it every day, and you are it.

Our endeavor is to serve the best interests of the public.

Scranton Gas and Water Company

By W. W. SCRANTON, President.

the copy used. More and more our electric companies are depending upon the newspaper to achieve results. The examples shown of newspaper copy have been selected at random. The combination of proper design and right copy will rivet the attention of the reading public.

"In these days when the public utility companies are being roasted on the griddle of public opinion, it is an encouraging sign to discover that the lighting company and municipality whose interests are practically identical can work together in the utmost harmony in the up-building of the community.

"In a southern city there is located a company which, besides a present water power development of 12,000 hp., have under way a prospective development of 40,000 hp. additional. This company combined forces with the local Board of Trade and the city, in the preparation of an advertising campaign, outlined to draw industries to the city. Magazine copy and news publicity methods were used in the initial work, and to-day a follow-up campaign directed to a large list of northern manufacturers is being sent out by the power company.

"The Savannah Electric Company have followed in the wake of the Columbus Power Company in an endeavor to co-operate with the city in an industrial way. Their newspaper copy is of a semi-publicity nature.

"There is great need at this time for public utility companies not only to secure, but to retain the good will of the community which they serve. The question of corporation control has been relentlessly sweeping the country and has forcefully attacked the lighting companies. No better medium of changing community sentiment can be used than the display columns of the local newspapers. Alert, keen and farsighted newspaper men with the proper viewpoint toward corporations, and under conservative direction, must be employed to successfully conduct cam-

paigns of this character. Where this is done, truly marvelous results can be secured.

WATER TALKS.

The Talks about the Scranton water supply that have been appearing in The Tribune are from a literary, a hygienic and a business standpoint the best probably that have ever appeared in an American newspaper since advertising became a recognized form of mercantile and business exploitation. This is high praise, but we can honestly make it without qualification. Their form is original, their style almost perfect in its clearness of exposition, their arrangement such that it is a treat to read them, which can rarely be said of advertisements in general, and scarcely at all of advertisements that are intended to clear away popular delusions and not to create them.

Having now said so much of these advertisements, let us come to the philosophy of the policy that dictated them. The Scranton Gas and Water company has a monopoly of supplying water to this city. It might without any serious detriment to its commercial position allow the scare that was created by the late epidemic of typhoid fever to run its natural course without going to the trouble and great expense of taking its customers into its confidence and showing them the situation on the watershed, the character of the water and unceasing precautions that are taken and have been taken to keep it pure and unpolluted from any source of contamination that is open to human inspection. Now, the householders who have read these articles, as they have appeared from day to day, know as much in a theoretical way about the hydraulic engineering difficulties that President Scranton and those associated with him have to overcome as the latter do themselves.

The presidents of corporations of national activities, have spoken and written a great deal lately about the popular misapprehensions that have been created through ignorance of the real facts. But who is to blame for this condition of affairs but themselves? If they spent a motley of the immense sums they lavished on lobbyists and other political parasites of the kind, in bringing home to the people the actual situation they would not now be strewing ashes on their heads and repenting of their lack of foresight when repentance is almost too late.

"In the city of Roanoke, Va., where stiff competition had been encountered in the lighting department, public sentiment was strong against the Roanoke Railway and Light Company, owing to the torn-up condition of their streets. A campaign was conducted for the period of ninety days, copy was changed daily, and at the end of that period a transformation had come

over the community. To-day the company is building a new station to take care of the rapidly developed business.

"Lynchburg, Va., has been in the center of a wave of municipal control, and not until publicity methods were adopted did the city council come to its senses. A long term street lighting contract was recently executed with the Lynchburg Traction and Light Company, and the municipal ownership bug is dead in that community.

"As all utility companies are on the same plane, in reference to municipal control, it will not be amiss to touch hurriedly upon the publicity methods which were recently adopted by the Scranton (Pa.) Gas and Water Company. In this city a typhoid epidemic had raged for two months, there had been 1,100 cases of fever and 110 deaths. The newspapers printed columns about the pollution of the water supply, charging the company with untold crimes. The matter assumed

national importance through attacks made by "Ridgeway's" and "Collier's" magazines. Within forty days, through the proper publicity methods, the sentiment against this company was changed."

To show what this change meant, the speaker read an editorial appearing in the "Scranton Tribune."

The talk concluded with a picture of the new president of the association, Mr. Dudley Farrand, being thrown on the screen.

Mr. Freeman then said: "You will all agree that this has not only been interesting and helpful to us, but indicates the scope of these advertising campaigns, and the practical results obtained. I am sure that the preparation of this review has cost Mr. Lee both money and considerable effort, and our thanks are due to him. I am sure you will authorize me to tender them to him in your behalf."

**Booth of
Pope Motor
Car Co.
of
Indianapolis,
Ind.**



Mr. Henry Goodman appears in picture.
Mr. Herbert A. Rice and Mr. W. C. Downing of the Pope Company also attended the Convention.

NEW BUSINESS DAY PAPERS

ABSTRACTS GIVING THE VITAL FEATURES OF EVERY PAPER
READ ON THE COMMERCIAL DAY OF THE
NATIONAL CONVENTION

POSSIBILITIES OF COMMERCIAL DEVELOPMENT.

Henry L. Doherty.

Mr. Doherty's paper was a very gentle I-told-you-so, in which he referred to his opening address as President of the Association in Cincinnati in 1902, at which time he said;—

"There seems to be a prevailing belief that this association should be strictly a technical society, but I am confident that if we devoted ourselves entirely to technical matters it would be detrimental to the central-station industry, and we should be covering a field that should be covered by other associations, and neglecting a field of work which would not then be covered by any association. . . . It is clearly the province of this association to cover the field of central-station work, whether it be the solution of how best to transform heat to power, or how best to acquire business. . . . We have not yet reached the commercial age, and I predict that within five years the members of our association will almost lose sight of engineering matters in their eagerness to increase their sales. Our earnings through economy of operation have well-defined limits, but the possibilities of increasing our earnings by developing our market have a much wider range. . . . I believe our business to-day might be considered as of a retail nature compared with what it will be a few years hence."

Mr. Doherty admitted that this prophesy has not wholly been real-

ized, but pointed out that we have reached the commercial age, that each day shows greater commercial activity and that the so-called "point of saturation," meaning that time when we shall have sold all the light and power that could be sold in a given city, is as remote to-day in cities where long continued and aggressive development work has been carried on, as when the work of business getting was commenced.

In concluding, the author stated frankly that he had treated the subject from a personal point of view purposely, aiming thereby to awaken enough interest to bring the subject home more effectively to every member of the association.

NEW BUSINESS—HOW TO GET IT— HOW TO KEEP IT.

Frank M. Tait.

This paper is a comprehensive outline of how to organize and equip a new business department, by a man who has made a wonderful success as a business getter. In opening Mr. Tait went over familiar ground in recommending comprehensive card records of prospects, and an energetic solicitor at the head of the department. He then advocated the com-



Booth of Metropolitan Engineering Company. Mr. Benjamin Wall is to be seen seated in center.

pany providing a library for solicitors where books and magazines devoted to various branches of the business might be read, and that lectures and talks on pertinent subjects be given.

On the subject of advertising, Mr. Tait recommended newspaper advertising, provided illustrations were used and copy frequently changed; also short, crisp, well written personal letters which should be sent at regular intervals and should contain either stamped return post cards or envelopes, or a small flyer descriptive of a small current consuming appliance. Under this heading a display room is also advocated, but only when it is given constant care by competent attendants.

After deplored the lack of aggress-

siveness in the commercial department of their business upon the part of a larger number of companies, Mr. Tait cited several instances where, under adverse conditions, new business campaigns were tremendously successful. He referred to the wonderful work at New Bremen, Ohio, where in a community of less than 1,400, there had been built up a business of over \$8.50 per capita. He stated that any company anywhere could do the same thing if it set about it in the right manner, and concluded:—

"Think of it—small companies, medium companies, large companies—\$8.50 per year for every man, woman and child, and then let us go home from this convention and decide that we will all take a new hold on the commercial end of the various

companies and strive to emulate our small contemporary who accomplished these wonderful results by simply keeping after it! Let us go after the new business energetically, and when we obtain it, carefully husband it and enlarge it, and use every possible addition to our gross receipts as a stepping-stone for more and better results. Any company can do it, anywhere. Analyze your local conditions and then go after it. Be aggressive commercially. It pays."

NEW BUSINESS RESULTS DEMONSTRATED IN CITIES OF ALL SIZES.

J. E. Montague.

This paper appeared on the program merely as a report of investigation, but Mr. Montague's conclusions reached after consideration of the figures he presents, form the most interesting part of the report. He says:—

"The results of the commercial departments of many central stations indicate the following interesting facts:

First—That the *per capita* incomes in such stations rapidly pass the average of those where live active interest is not taken in the commercial development.

Second—That expenditures of from 3 to 5 per cent, and even more, of gross income on business extension along proper lines is fully justified by the results. This percentage of expenditures, it will be noted, is very small as contrasted with more competitive lines of business.

Third—That the load curve is very materially improved, and in consequence the ratio of gross income to operating expense.

Fourth—That central stations which have operated these commercial departments for two or three years, or even longer, do not, as at first might be expected, reach the point of business saturation, but continue to maintain the rate of increase through educating the public to higher standards of service and through the introduction of new devices and appliances.

Fifth—That aggressive commercial departments are the most important factors

in the cultivation of improved relations with the public and have in numerous instances been worth to companies all they cost from this standpoint alone. We should soon reach—if, indeed, we have not already reached—the point where the commercial engineer in his work of creating and extending the business will be entitled to take equal rank and importance with the electrical and mechanical engineer in the perfection of his work of producing, generating and distributing apparatus and the reduction of current cost. It would seem that the mechanical and electrical engineer should welcome the advent of the commercial engineer, since the efforts of the latter are directed to extending the field of operation of the former and toward introducing more largely the comforts, conveniences and benefits of the entire art."

The figures referred to are reports submitted by cities of the following populations; 1,350, 5,000, 15,000, 20,000, 30,000, 35,000, 40,000, 80,000, 100,000, 278,000, 300,000, 1,425,000. In each is shown the percentage of increase in number of customers, in gross income, in gross income per capita, and in total number 16-cp. 50-watt equivalents connected, as well as the approximate sales expense per 16-cp. of added business. These figures would require more data than is given in the report if one is to arrive at a basis of understanding and we therefore omit them. For example, New Bremen, Ohio, of which we have heard so much at this convention, is undoubtedly one of the communities reported upon and one where mere figures tell nothing or are misleading. Another is Dayton, Ohio, which, up to the advent of Mr. Tait, was in most deplorable shape, having but 600 customers in a population of 100,000. The year's increase to 2,412 customers is remarkable, but such conditions could not be

duplicated anywhere else in the country.

Mr. Montague concludes his report, "I should like to see such statistics made a feature of all our future commercial programmes."



*Mr. W. S. Heger, of the
Allis-Chalmers Co., of Milwaukee.*

**SALES POLICY OF A COMBINATION
GAS AND ELECTRIC COMPANY.**
F. A. Willard.

This paper, which is restricted to the relations between the commercial department of a combination company and its public, is a very thorough one, and well merits study upon the part of managers of such properties. On the subject of policy, Mr. Willard points out that the service which will give the most satisfactory results to all naturally assigns the short hour busi-

ness to the gas department and the long hour business to the electric department. This serves the customer best and most economically, at the same time it gives the company the greatest profit.

On the subject of appliance policy, it is recommended that the company maintain supervision over contractors and supply dealers by selling appliances itself at a fair price, thus protecting customers. This policy should extend to wiring, also, while some appliances and some classes of wiring should be handled at cost—for example, flat irons, and motor installations where a free trial is warranted.

The whole lighting situation, says this writer, should be directed so as to give long hour business to the elec-



*Exhibit of the Western Electric Co., with Mr.
H. M. Post, Advertising Manager in charge.*

tric department, and figures are given to show the practical operating advantage of such division of the business. Modern developments in high efficiency lamps make it comparatively easy to control this, and the rates should do the rest.

The subjects of complaints, gratuitous work in cleaning services, testing pipes, equipping burners, etc. are also touched, it being Mr. Willard's belief that care in handling customers and expense in perfecting service are a part of the company's primary duty, and that the greatest profits are to be made by "giving the customer the most for his money."

**CO-OPERATION OF ELECTRICAL
TRADE PAPERS IN BUSINESS
GETTING.**

F. W. Loomis.

Mr. Loomis' paper is an appeal, upon the part of the electrical trade papers, for assistance in gathering material for their departments devoted to business getting. It is suggested by the writer that the papers are going to considerable lengths to provide articles and news on commercial subjects, and that all should do their share to help along this exchange of ideas and experience.

HOW TO GET OLD BUILDINGS WIRED.

F. H. Golding.

Mr. Golding's paper is an account of the methods used in Dayton, Ohio, to secure the wiring of both old and new buildings. The method is, briefly, a house-to-house canvass, backed by pertinent advertising or personal letters from the company's office, the object being to get a foothold in a

building at practically any cost, no matter how small the probable consumption of current. The free trial proposition is particularly recommended.

Where conditions seem to warrant, it is recommended that the company offer to carry the investment in electric wiring, the customer paying in installments. Attention is also called to the plan used in some cities of putting in a certain number of outlets at a flat price which is about, or just below, cost, but the dangers of this plan are many and Mr. Golding does not wholly endorse it.

In matters of advertising, the writer recommends a good series of newspaper advertisements, written to fit local conditions and the seasons. He cites an ad used in Dayton showing the protective value of electric light when a burglar scare kept folks awake nights, and stated that this advertisement brought many direct returns. Another clever advertising idea is that of inserting, in the "For Sale and To Rent" columns of the papers, liners calling the attention of prospective renters to the advantages of electricity and warning them against renting houses without it. This, in connection to advertising and soliciting of real estate men was successful.

The subject of wiring new houses was also touched upon, and the results of closely watching building permits and building trade items shown. In his city, Mr. Golding stated that whereas before this matter was followed less than ten per cent. of new buildings were wired, since they have had a man following the builders, architects and contractors closely, over 92 per cent. were wired.

HOW TO GET NEW BUILDINGS WIRED.**J. Sheldon Cartwright.**

In discussing how the objection to the cost of electric wiring may be met and overcome, Mr. Cartwright suggests dividing the total into some such unit as the cost per outlet, per lamp or per square foot of floor space illuminated. He further advises getting in closest possible touch with architects or builders, as the greater number of buildings are in the hands of such, in whom the owners place absolute confidence. Builders and architects should be supplied with complete data on whatever pertains to wiring installations, and whenever a building is of sufficient importance, the salesmen of fixture houses, elevators and whatever else is likely to go into the building should be called in to aid the company's solicitor. The co-operation of the wiring contractors should also be sought and friendly relations with them always preserved. Mr. Cartwright concludes with a rap at advertising—

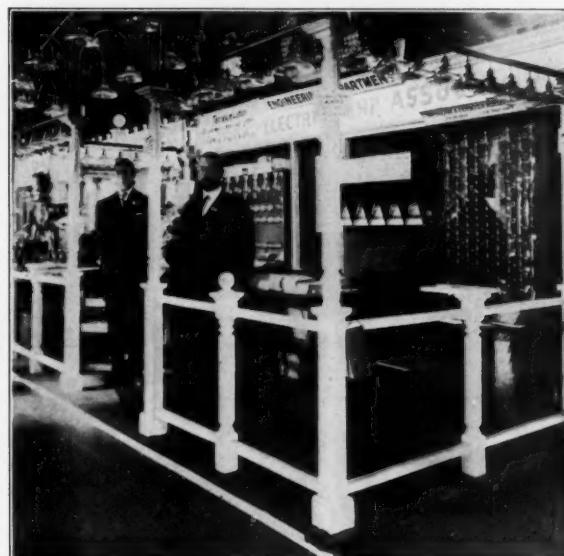
“large bulletins with art gallery covers and miscellaneous contents,”—but says that the visits of the solicitor should be interspersed with judicious advertising “in the small pamphlet form, with short, pithy arguments covering the particular result you are trying to accomplish.”

**CO-OPERATION OF THE CONTRACTOR
IN THE WIRING OF BUILDINGS.****James R. Strong.**

As President of the National Electrical Contractors' Association, Mr. Strong was able to speak with authority on the subject of co-operation. He began by stating that the contractor is so busy minding the business in hand that he has no time to branch out, and states that it is the first duty of the contractor to so perfect his own organization that he may be in better position to get out after business.

The subject of standardization was also touched upon and the work of the contractors in matters of regulation and standardization brought to the attention of the meeting.

The most artistic illumination in the Convention Hall was to be seen at the booth of the National Electric Lamp Association.



Mr. Doane is standing in the foreground.

Mr. Strong's closing paragraphs referred to co-operation between the contractors and central stations, pointing out the error of lighting companies in selling appliances at cost and offering wiring at concessional prices. On the other hand, he drew attention to several localities where practical co-operation between contractors and the lighting companies had resulted in mutual good and expressed the hope that such relations might be established as would spread this condition more broadly.

SIZING UP THE TERRITORY.

George Williams.

"While some districts will unavoidably produce greater revenue than others, any district can be cultivated at a profit regardless of the character of its population, class of dwellings or nature of the commerce."

This sentence is the keynote of Mr. Williams's paper, and we make bold to suggest, of his own success as a business getter. From this, he branches into a consideration of the methods to be used in canvassing a territory and points out that while hit-or-miss-methods may show results at first, a long continued campaign requires advance preparation. Prospects, he says, should be listed systematically and thoroughly, and no opportunity of interesting a new customer or of interesting an old customer in a new application of electricity, should be allowed to escape.

"A few years ago the name and address of house occupants might suffice for a list of prospects; now a list of a score of items can be recorded to one household and all worked on to advantage, because electricity has been applied with efficiency

at a more rapid rate than the central station has educated its public.

We are apt also to underestimate the purchasing ability of the prospect. It should be remembered that in the majority of instances the same amount of money, or greater, is already being expended by the prospect for the same object with nearly every difference in favor of electricity.

If every customer possessed the knowledge of the merits and possibilities of the accomplishments by electrical application, there would be little need of solicitation or advertising, hence the importance of classifying the possibilities and promoting the intelligence in the most economical manner."

QUALIFICATIONS OF SOLICITORS FOR DIFFERENT CLASSES OF BUSINESS.

Frank W. Frueauff.

This paper is an appeal for specialization in soliciting. It opens with the statement that in mercantile pursuits men are trained to specialize on certain work and that the same plan will give equally beneficial results in the training of central station business getters. Proceeding Mr. Frueauff sets forth the essential qualifications of the various solicitor-specialists as follows:—

Power: Technical knowledge of steam and electrical engineering, thorough knowledge of machinery, and an ability to estimate closely coal and labor costs, load factor, etc. A mere salesman here would make but little headway.

Sign and Display Work: Knowledge of advertising methods, versatility in designing displays, ability to figure cost of sign construction and erection. A man versed in advertising is needed here.

Window Lighting: Same qualifications as above, plus knowledge of

window trimming, illuminating engineering and decorative lighting. This solicitor should keep posted on new fixtures and should originate new schemes of window lighting.

Interior Lighting: Illuminating engineering essential, and ability to figure installations in competition with gas.

New Buildings: General knowledge of building and complete familiarity with construction material and its most satisfactory and economical application.

Service Supervisor: Thorough all-around knowledge required, but especially as regards new devices to increase consumption of old customers.

Women Solicitors: Chief value is in demonstrating appliances for the home.

Mr. Frueauff gives as applicable to all solicitors the following:—

Applicable to All—"Every special representative or solicitor working on different classes of business must first of all be possessed of tact, a too direct presentation of the proposition often resulting in no business. Perseverance is always essential. Little or no business can be closed on first effort. Resourcefulness is also necessary. If the presentation of the argument in one way fails, try another. A good appearance is desirable. Your prospect must be pleased with your address or you will find it hard to hold his attention. Lastly, know your business. Do not make a statement unless you are prepared to prove it, and talk in a way that will inspire confidence."

HOW TO MEASURE RESULTS AND PAY SOLICITORS.

Leon H. Scherek.

Mr. Schreck points out that results are measured in net returns after operating expenses, interest on bonds, interest on current liabilities, taxes and fair depreciation are taken



Mr. P. S. Klees, of the Franklin Electric Mfg. Co., Hartford, Conn., was in charge of an attractive exhibit of "FLEMCO" lamps.

care of. The plan advocated for paying solicitors is to pay a salary sufficient to cover living expenses, adding to this a commission based, upon (a) revenue for new business, in excess of a certain amount, and, (b) revenue for this new business in excess of a certain amount per kilowatt demand. The plan provides that no commission shall be paid on business that does not remain on the lines at least six months and that commission should not exceed a certain amount.

"Just what the percentage commission should be and what the fixed amount in excess of which the commission should be allowed, will have to be worked out by each company, and even varied for different districts of the same city, as of course a larger percentage commission and a less fixed amount should be allowed in those districts in which business is hard to secure."

VALUE AND USE OF SOLICITORS'**HAND BOOK.****R. S. Hale.**

It was Mr. Hale who was appointed by the Co-operative Electrical Development Association to take charge of the \$2,600 Prize Handbook competition to which contributions were invited some months ago. After sketching the value and use of the solicitors' handbook as it is used in the Boston Edison organization, Mr. Hale announced that he held a draft for \$2,600, the total amount of the prizes offered, and would deposit same so that the lucky contributors to the competition would not only receive the amount of their prizes, but interest as well when the competition is finally decided in October.

EDUCATION OF THE SALESMAN.**D. J. Kenyon.**

Mr. Kenyon, as an officer of the Sheldon School of Chicago, naturally advocates the principles of the Sheldon System, and in this he has the hearty endorsement of a considerable number of lighting companies which have adopted the plan with gratifying results.

The analysis which has been brought to bear on selling problems and the value to the companies themselves of encouraging the study of the methods advocated, are stated by Mr. Kenyon:—

"A salesman to become scientific, must have knowledge of at least some of the natural laws by which the mind is governed. For instance, he must realize that in order to persuade a customer to purchase goods there are four steps through which the mind of the customer must pass before the deal is closed. The first step is attention. If he does not get the mind of

the customer to concentrate on what he is selling he is losing time. The next step is interest. If the customer does not become interested, there is nothing doing. But there is another step, and that is desire. The customer must be made to want the goods. Still there is nothing doing unless the customer arrives at a decision to buy. Even here the salesman can make a mistake if he is not able to detect this stage (which is the so-called 'psychological moment'), and deliberately talk the customer out of the sale. It is true that just as many sales are lost by over-talking as under-talking.

"It has been demonstrated that employers who realize that education is a necessary factor in their business and who institute methods of co-operation with their employees have made it pay better than any other outlay of time and money. In this way they not only secure infinitely greater results in the way of immediate business, but secure that harmonious action so essential to the highest development of the business. One of the greatest slogans of to-day is 'co-operation.' In harmonious action in education will come the true and permanent success of the future. The management must themselves encourage, financially and morally, methods of study, and this study not only benefits the sales department, but every department of business."

ADVERTISING RESULTS DEMON-**STRATED.****E. S. Marlow.**

Mr. Marlow, whose paper should have contained a report based upon the actual results achieved through advertising by a number of member companies, was forced to confess failure in obtaining adequate information. Of 47 companies addressed for such information, but 10 replied, and these replies were as a whole so inexact or incomplete that the figures were not presented. The writer, therefore, restricted himself to a vigorous appeal for action in the mat-

ter of securing this data in future, pointing out the extreme importance of adequate records of results and urging the establishment of a committee to whom the subject should be given another year.

HOW TO MAKE THE MOST OF NEWS-PAPER ADVERTISING.

A. D. Mackie.

"The whole structure of the commercial world to-day rests on advertising. Great corporations that a few years ago conducted their business from dark rooms to-day realize that they must turn on the light of publicity—take the public into their confidence, show them there is nothing up their sleeve—if they expect to pay dividends. Confidence begets confidence, and what greater dividend-earner can there be for any public-service institution than the confidence of the public with which it does business?"

With this introduction, Mr. Mackie takes up the history of advertising among lighting companies and traces its growth to the present, when, as he

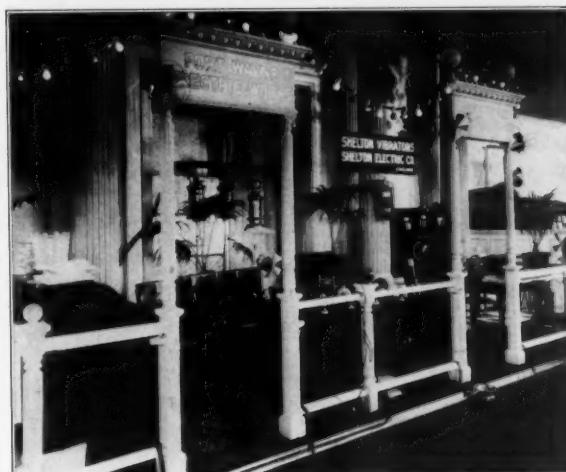
says they are "among the largest users of advertising space to be found anywhere."

"To get the most out of newspaper advertising (in the estimation of the writer) requires a specialist to prepare the copy. A bookkeeper can not do it—a stenographer can not do it;

I submit that an advertising campaign should be laid out a whole season in advance, so that at the beginning the advertiser knows what kind of an advertisement he is going to use at the end of the campaign, and has a 'mind-picture' of what the results will be without imagining anything; for advertising in a hand-to-mouth way will accomplish nothing except to break up the advertiser."

To get the most out of newspaper advertising it is absolutely necessary to tell the truth. 'Confidence ads,' deliberately take the people in—at least once; on the other hand, 'ads. of confidence' will take them into your salesroom once and many times thereafter. A legitimate business can easily be ruined by misrepresentation. It takes much time to establish a good reputation and little time to ruin it; but, when once established with a foundation of honesty and truthfulness, the public soon learns this fact, and that of itself becomes your best advertisement."

*Mr. A. A. Serva
and
Mr. A. Garfield Lucas
presided at the
Fort Wayne Booths
during the Convention.*



MEASURING THE RESULTS OF ADVERTISING.

M. S. Seelman, Jr.

Mr. Seelman believes that "advertising should be responsible for and produce, directly and indirectly, at least 60 percent of the business." This can be accomplished, he says, only with progressive management and with a real advertising man doing the publicity work. A further condition is close co-operation between advertising and soliciting departments.

The writer says that with some classes of advertising results cannot



Mr. M. S. Seelman, Jr.

be measured—street-car, bill-board, and educational circulars. But the direct follow-up can and should show absolute traceable results, and Mr. Seelman outlines the system used for this purpose in the Brooklyn Edison Co. In showing how closely his system works, he says:—

"For example, let me cite results from follow-up advertising in the latest month for which figures are obtainable at this writing—April, 1907. During this month the bureau completed the work of sending follow-up literature to ten lists, comprising 1,660 names. This does not include the many lists partially circularized in April to be finished in May or June, but only those

actually closed up in April, the current results from which can, therefore, be finally computed. To these 1,660 addresses were sent 9,262 pieces of advertising. The cost for printing, envelopes and postage was \$195. One hundred and three of the 1,660, or 6.2 percent, signed contracts during April alone. Of these 29 were the direct result of post-card returns, while 74 were signed as the result of special solicitation (coincident with or immediately following and co-operating with the advertising) directed and supervised from the office.

Thirty-two of these contracts were for signs at a flat-rate of \$91 a year, yielding an annual revenue of \$2,912. One was for a sign that pays \$144 a year. The other 70 contracts, mostly for store lighting, aggregated business amounting to 2,415 16-cp. equivalents. The annual revenue per 16-cp. equivalent of connected load in Brooklyn averages about \$3. At this figure the revenue from these 70 contracts would amount to \$7,245 a year. The total annual revenue from the new business gained in this one month in connection with this portion of the company's advertising is thus seen to be \$10,301.

This result was not gained from virgin soil, but in a territory wherein careful solicitation had been carried on for years, and which had been previously exploited by a number of well-directed advertising campaigns."

THE VALUE OF THE SERVICE OF THE ADVERTISING AGENCY OR SPECIALIST..

Lawrence Manning.

"Advertising is a vocation in itself, and the busy manager of any business—and the central-station manager more than any other, I think—has not the time nor adaptation, very often, to plan and carry out the details of an effective advertising campaign."

With this introduction, Mr. Manning advanced some very sound and logical arguments why the central station managers of the country should give careful consideration to the claims of the advertising men who

solicit them for business. He points out that whereas the agency is handling such matter in a wholesale way and has the equipment, force and experience to do it quickly and well, the central station must treat its advertising as a side issue and in addition to already overburdening duties.

The author then proceeds to give a number of statistics gathered by the Co-operative Electrical Development Association which show the tremendous increase in advertising undertaken by electric companies in all parts of the country, and some of the results attained. He does not claim that these results could be gained by advertising alone but emphatically denies that they could be gained by soliciting alone at anything like an equal expenditure.

"If the solicitor canvasses the whole field presented to the central stations I dare to say that, unaided by some good form of advertising as a forerunner, on the first call a hearing will not be accorded him by a majority of those called upon, and particularly will this be true in the residence districts. But with good, sound advertising preceding the solicitor and paving the way for him, and making unobtrusive calls between his personal calls, he will find the otherwise implacable majority ready to at least give him a hearing, which is, of course, half the battle.

Granting that the central station of today can not afford to omit good, sound, systematic advertising from its fighting equipment for creating and getting new business, it will, I think, also be as readily conceded after due consideration that the advertising agency or specialist is invaluable to the central station for furnishing the advertising copy, cuts, and matter, for the several reasons above recited."

DISPLAY ROOM AND DEMONSTRATION AS BUSINESS GETTERS.
E. R. Davenport.

Readers of this magazine are already familiar with Mr. Davenport's

work in planning and carrying to successful conclusion temporary displays and demonstrations. In his convention paper, he gives not only the results of his experience, but lays down certain rules for the guidance of others who may undertake similar work.

"To obtain the best results, the display-room should be located in a store on a



Mr. E. R. Davenport.

prominent street, with large show windows brightly and attractively lighted, and kept open evenings.

It is desirable to have in operation as many working exhibits as possible, such as pumps, coffee mill, meat chopper, Gray telautograph, forge blower; also sign flashers, self-flashing-lamps, and so forth. Everything should be up to date. Apparatus out of order should either be repaired promptly or removed and nothing obsolete allowed to remain.

A capable man should be selected to take charge—one who is thoroughly familiar with the details of every device exhibited—and with assistants equally well posted. Young women as demonstrators on domestic appliances are usually the most satisfactory.

The show window is of the utmost importance and should be carefully and thoughtfully planned to make it as attractive as possible. Upon it largely depends the number of people visiting your display-room."

Mr. Davenport advocates demonstrations of different appliances, let-

ting each demonstration last a number of days and changing as frequently as public interest wanes. He also advises demonstrations of interior illumination, booths where different types of illuminants may be compared, the showing of portable lamps in darkened booths so the color effects of the arc shades may be effectively seen, and other schemes which experience has taught him are interesting and effective. While the plans outlined apply rather to large than to small display rooms, many of the ideas can be readily adapted by any clever lighting manager. Mr. Davenport concludes:

"To those companies that may at some later date inaugurate a display-room, let me suggest that it is important that considerable attention be given it in order to secure the best results."

NEW BUSINESS BY INDIRECT METHODS.

George Steinwedell.

The purpose of this paper, as expressed by the author in the opening paragraph, is to "describe a means of securing new business by indirect methods used in St. Paul." These means are demonstrations at food fairs, electric shows, advertising shows automobile exhibits, etc. Mr. Steinwedell describes briefly a number of exhibitions of this sort in which the company took part, tells the number of people who attended the shows and concludes:—

"The amount of new business these shows were the indirect means of securing and holding is extremely difficult to calculate. The interest in the show and in the company's exhibit, and the number of people it was possible to reach in a convincing way, would hardly have been accomplished by any other means. The favorable comment of press and public, and

the spirit of co-operation shown by the company toward two bodies of the best business men, can hardly be estimated in dollars and cents. It is considered that the results more than justified the exhibits. Although these results are difficult of immediate analysis, the effect is far-reaching, and the company will reap its reward for a long time to come."

ILLUMINATING ENGINEERING AS AN AID TO SECURING AND RETAINING BUSINESS.

C. F. Oehlmann.

Mr. Oehlmann accords Mr. Henry L. Doherty the honor of having first utilized in a practical way the services of an illuminating engineer, when he established the position of *service supervisor* in the Denver Gas and Electric Co., the duties of which position were to see that customers were getting the best possible value for their money. While these men, says the author, were not in a strict sense, illuminating engineers, they were the forerunners of the present day business-getting illuminating engineers, whose work, he goes on to say, is daily justifying itself in the eyes of those companies which are employing them.

The real work of the illuminating engineer is to educate the commercial representatives of the lighting company:—

"The salesmen and representatives of the new-business department should be familiar with all new reflectors marketed, both concentrating and diffusing, and also the perfect use of same. They should know how to place lamps and sources of light to the best possible advantage from an illuminant standpoint, should know some of the general principles of illuminating engineering, and should also know how to figure cost of operating and maintaining installations of all kinds. These things should

all be taught by the illuminating engineer. The illuminating engineer should spend half a day as often as possible with each representative in his respective territory or district, going to different stores, residences, halls, churches, and so forth, and advising with the representatives as to the best plan of illumination. These half days with short lectures each week and daily discussions of new lamps and reflectors will constitute a splendid means of educating the new-business department men and place the illuminating engineering feature on a par with any work being accomplished by the various central stations."

METHODS OF SECURING RESIDENTIAL CUSTOMERS.

R. C. Hemphill, Jr.

"I have been asked to say a few words on the methods used and the policies adopted to promote the electric business in the residential districts of cities having a population of from 5,000 to 20,000 inhabitants.

Canvassing.

The first step is to gather the data necessary to lay out a campaign. Select from among your employees two or more good-looking, bright-witted chaps, dress them up in their best clothes and send them out to make a house-to-house canvass.

They should be provided with suitable notebooks, having the name of the street at the head of the page and the street numbers listed down the page. Opposite each number should be columns in which may be noted the desired information. The data we find most valuable are the following:

- Number of rooms
- Occupant
- Owner
- What kind of service used
- If customer, have they an iron?
- Wired or piped
- Kind of fixtures
- Remarks as regards prospect.

This field-book is brought to the office and from it a card index system is started. Each card represents a residence, and the information gathered by the canvasser is typewritten on the cards and they are filed in the cabinet. A second canvass is made

when the prospects are called on, and all numbers not secured the first trip are filled out.

The line of talk these canvassers are trained to give during this preliminary canvass is as follows: They call for the lady of the house. "Madam, I am the representative of the electric company. Do you have our service?" "No, we use gas." "Can I not interest you? A number of your neighbors are using our service. Our rates have been materially reduced, and the management thought that this spring you would be interested in having us explain its advantages."

If he finds the house is connected on our circuits the talk runs something like this. "I am a representative of the electric company and called to see if our service is entirely satisfactory, and if there is anything we can do for you. The management wants your co-operation in giving good service, and if you can suggest anything along that line we will be glad to hear of it."

It is certainly astonishing what a pleasant feeling is at once established between the company and the consumer, indirectly paying more than the entire cost of the canvass.

We are now ready to begin work. A certain street is selected and the cards are examined. You decide to send your men after all dwellings not wired. A list is readily made and the replies brought in are added to each card. Different lists are made up in different districts of houses wired but not connected; wired but no fixtures; kerosene-lamp houses (a greater proportion in each town than most people realize); a list of houses using gas, and a great list of houses using combinations of all systems.

Now, this is the regular grind of the soliciting department in the residential districts. We have also a scouting or special department consisting of one man who looks out for new houses, extensive repairs being made on houses, and inquirers from our direct-by-mail advertising. He gets his ammunition from building permits, contractors and newspaper clippings. The rest of each day he puts in, during this time of the year, on irons, and a little later on fan

motors; in the fall, on porch lights, and so forth. Small cards are printed for him on the addressograph and these are arranged according to street numbers. He sorts out those that are supplied and goes out after the others. This man is furnished with an engraved card with his name and in the corner the name of the company he represents.

Advertising.

We carry on various advertising campaigns, trying to supplement the work of our canvassers.

First—Newspaper Advertising. We carry a double-column, five-inch space with each daily paper, changing the advertisement every week.

Second—Direct-by-Mail Advertising. We mail to 50 per cent. of our residences monthly bulletins. We get good results not only by pleasing our present customers but also in getting others to discussing various appliances.

Third—Exhibition-Room. We have in connection with our office a large display window and exhibition-room, kept attractive by frequent changes. We endeavor each month to adopt a special feature, as for instance:

- January, small-cp and Hylo lamps
- February, motors
- March, fixtures
- April, irons
- May, cooking and heating appliances
- June, fans

and so on during the year. We endeavor to have on exhibition and in operation every article mentioned in our advertising or spoken of by our canvassers.

*Fourth—*We endeavor during April of each year to give a week's practical demonstration of heating and cooking devices. In conducting a demonstration the chief aim should be to give it tone. The class of people you want to attend is not the class that goes to free exhibitions, and the class that goes to free exhibitions is not the class you want.

You first engage your demonstrators. It is better to have two and on their arrival lodge them in the leading hotel and have an interview or local notice in all the

papers. Secure a hall that will seat about 200, if possible connected with some church or society. Build a small booth in the centre of the room and arrange the chairs around the booth. On the sides of the room have in operation every device that you can get your hands on. Trim the room and booth with flags, bunting and flowers.

First, great care should be exercised in the invitation lists. The invitations themselves should be in good taste, with no advertising features whatever, but entirely complimentary on the part of the electric company. Care should be exercised that the ladies of the same neighborhood should receive invitations for the same afternoon. Having two demonstrators, two meetings can be held each day, one at two in the afternoon and one at eight in the evening. The meetings take two hours or two hours and a half and begin with a short talk by one of the demonstrators or by the manager of the company. We interest the teachers in the manual training schools, and they very kindly assign sets of four girls for each meeting, who serve the guests. So at each meeting four different families become interested in electric cooking. After the menu has been served the guests are invited to inspect the various articles on exhibition around the rooms. The manager, superintendent and solicitors should be in daily attendance, and one of them receives the guests while the others should be ready to answer all sorts of questions. No effort should be made to sell articles in exhibition. Eliminate the business feature as much as possible and make it a purely and strictly complimentary social function.

This, gentlemen, is the outline of the campaign we are carrying on for new business. We propose to spend 3 per cent. of our gross income on this department. We are getting satisfactory results. Increases of gross incomes of from 18 to 30 per cent., and in the case of one town of 8,000 people 38 per cent. increase. In every prosperous American city the electric business can be increased 25 per cent. or more by a systematic effort, or, in other words, the electric business can be doubled every four years. A grave responsibility rests on our financiers, on our engineers. Can we go the pace?"

**CO-OPERATING LIGHTING OF STREETS
BY MERCHANTS.**

H. J. Gille.

"I will not enter into a lengthy discussion of the advantages to a city and to the merchants of ornamental street lighting, but will give the methods employed in developing this system in St. Paul.

The co-operation of the merchants necessary to carry on a lighting scheme of this kind was accomplished by means of improvement associations. The plan in organizing these associations was for several prominent merchants on a street to call a meeting of the property owners and tenants on that street. At this meeting, after stating in a general way the plan of illumination, a committee was appointed to submit designs for posts, plan and location, together with an estimate of the cost. Two committees were appointed in each block, one on each side of the street, for the purpose of getting signatures from property owners and tenants agreeing to pay their proportion of the installation and maintenance expenses—it being understood that the property owners were to pay for the installation and the tenants for the maintenance.

A copy of the agreement used by the various associations in St. Paul, is as follows:

**BLANK STREET IMPROVEMENT
ASSOCIATION.**

Agreement.

We, the undersigned, owners of, and tenants occupying, property facing or abutting upon Blank Street, in the city of St. Paul, in consideration of the obligation hereby assumed by each and all of us whose names are hereunto attached, do hereby agree to pay our *pro rata* share of the cost of installing and maintaining a system of lighting upon Blank street, in accordance with plans to be submitted to us and at an expense to each property owner of not more than one dollar and fifty cents per front foot for installation, and at an expense to each tenant of same of not more than one dollar and thirty-five cents per front foot per year for maintenance."

**METHODS OF SECURING SIGN, OUT-LINE AND WINDOW LIGHTING.
Homer Honeywell.**

This paper is practically the same as that read before the Northwestern Electrical Association last winter and printed in full in SELLING ELECTRICITY for February, 1907.

POWER.

GEO. N. Tidd.

Mr. Tidd points out that the average steam plant is usually of very poor design as regards economy, that friction loads are heavy, labor costs high in proportion to amount of power used, and that in consequence the central station should be able to figure on practically all the power business within reach, as there should be no reason why it should not supply such power.

As a means toward securing this business, Mr. Tidd enumerates:—

First, the services of a good operating engineer, competent technically to handle such problems, and who shall also be a good salesman.

Second, thorough canvass of the territory and close study of every problem approached, with complete ^{valuable} words for future reference;

Third, a representative installation to which the central station can "point with pride;"

Fourth, willingness to offer trial installations when you are sure of your ground and you can "make good, (Mr. Tidd says it is his experience that 95 per cent. of trial installations are finally closed);

Fifth, liberality in matter of payments on motors installed, and,

Sixth, flexibility in matters of rates which will favor long-hour business.

Mr. Tidd ended his paper with the

following strong argument, which merits reprinting in full:—

OFF-PEAK BUSINESS.

"This class of business does not seem to have been given the consideration it deserves. Many stations believe it is not possible to secure any amount of this character of business. If, however, every power prospect be carefully analyzed and working hours studied, it will astonish you to find how much business can be secured on this basis. Wherever a manufacturer works two shifts it is usually possible to so arrange the hours that they will avoid your six o'clock overlapping peak. The proposition requires care in presenting to the manufacturer, for at first thought he will say that it is not possible, but if your man has his conditions thoroughly in mind (and he should not talk until he has) he can in many instances persuade the prospect to shorten the noon hour, start one-half hour earlier in the morning and shut down early enough during the winter months to avoid the overlap. For instance, flour mills can easily shut down during overlapping peak hours, foundries by getting out their iron somewhat earlier, and many others are in the same class. Flat rates in connection with this off-peak business work in very advantageously. I am aware of the prejudice of all central stations against flat rates, and to some extent I share this for unlimited flat-rate lighting. However, I do not believe flat-rate power business is in the same class. The manufacturer will not pay for labor or wear and tear upon machines simply to waste current. He has a clearly defined number of hours to operate, a certain maximum production to obtain in these hours, and a definite number of machines to operate. A contract can thus be easily drawn which will cover the situation fairly well. Sample of this flat-rate peak-load contract is herewith shown. You will note it says nothing about the horse-power required. The company merely agrees to furnish energy in sufficient quantities to drive a certain number of carefully described machines a certain number of hours per day. This contract is very useful in landing certain classes of men and business which could not be otherwise obtained."

Some of the results on the station curve of the off-peak business may be of interest; curves of December 23 and 22, 21 and 20, 19, 18 and 16 from two of our Western plants where these off-peak contracts have been made. One of these plants in a city of 25,000 has now a day load of 1,500 kilowatts, and has upon its circuits over 90 per cent. of the total power business in the city, the only exceptions being the paper mills. The other plant, in a city of 30,000, has a day load of 1,000 kilowatts, and is closing down plants as fast as station capacity can be installed to take care of it. Fully 50 per cent. of the power contracts is both these cities contain this peak load clause.

The value to the central station of a good, heavy, long-hour motor load can not be overestimated. It furnishes a steady income for every month of the year. The amounts received per customer are relatively large and difficulties of collection very small. This power business will represent a satisfied class of customers, the most influential and best element of the city, and they will influence public opinion in your favor and largely minimize the danger of municipal ownership agitation."

CATERING TO POWER FOR AUTOMOBILE CHARGING.

Robert W. Rollins.

Mr. Rollins paper was a frank statement of the experience of his company in the field of automobile charging. Starting in November, 1904, the Hartford Electric Light Company installed 10 mercury arc rectifiers for auto charging. Since then 34 more have been added and the company's revenue has run up from \$3,381.81 in 1905 to \$4,441.90 in 1906. A description was then given of a flat rate system whereby the company manufactured batteries under patents it owns and supplies current for same at \$1.75 per day, but the writer pointed out that such a scheme could not be adopted where the company did not have expert battery attendants. Hartford now has 75 electric

vehicles on its streets. Mr. Rollins states that the call for charging equipment is greater this year than last and predicts that this branch of central station business will soon be a considerable factor.

**ESTABLISHING DAY CIRCUITS IN
TOWNS OF 10,000 POPULATION AND
UNDER
F. H. Plaice.**

Note: This paper was read instead of the one printed and distributed at the meeting.

That so many towns of 5,000 and under do not enjoy 24-hour service the author declares is entirely the fault of the companies supplying such towns, as it is his experience and belief that any community that will support a night service will provide a day load as well.

The means used by him to build up a profitable day load, Mr. Plaice enumerates as follows: A sliding

rate based upon area to be lighted rather than maximum demand, allowing approximately $\frac{3}{4}$ watt per square foot as the basis for minimum charge; free wiring, and the providing of all equipment necessary to customers' installations upon a rental basis and a charge of one cent per month for each dollar invested, this policy covering motors, shafting, pulleys, belting, wiring, fixtures, heating appliances, etc.; no contract other than one showing itemized ownership of material and apparatus.

Mr. Plaice advocates personal work as against printed matter to secure business in the small town, and particularly recommends trial installations. Any service of 16 cp. or over he adjudges good business and while many devices such as sewing machine motors and washing machines seem very small current consumers, he believes them worth while in the aggregate.



On the Road to Fort Meyer.

ECHOES OF THE CONVENTION

Mr. J. D. Burns, General Sales Manager of the Ward Leonard Electric Company, sent the following message to the delegates of the National Electric Light Association Convention in care of the editor of the *Convention Daily*. It was received too late for insertion in the *Daily*:

"There are so many of you and so few of us that we cannot see you all personally. We want to see each of you and know you all. We are getting around some, but can't know you all, except through the mail, and, therefore, hope you will write for our catalogue. We would be glad to receive your valued orders.

"Inasmuch as it is our endeavor to always give 'value received,' we realize that there are others qualified to do the same thing. By placing your orders with us, we believe that the confidence imposed in us is a personal kindness as well, and we take this opportunity of expressing our appreciation for such orders as you have been sending to us."

Mr. Crouse Responsible.

One of the clever innovations this year was the employment of a press agent to supply accurate reports of the Convention proceedings to newspapers both in and out of Washington. The firm of Parker and Lee assigned their Mr. Dan Pierce to this work, and through his efforts a great deal of publicity of accurate and reliable nature concerning the Convention was published throughout the country.

Mr. Neumuller Complimented.

A very high compliment was paid to the work of Mr. Walter Neumuller, Chairman Exhibition Committee, who was so largely responsible for the excellent arrangements of the Exhibition Hall at the Convention.

The exhibitors, in meeting to organize a permanent body to handle exhibitions in connection with future conventions, unanimously agreed that such an organization would be wholly unnecessary if they could in another year count upon the services of so efficient a chairman as Mr. Neumuller, whose work had been of the highest order as the results of the exhibition amply showed.

Columbia Exhibit.

The Columbia Incandescent Lamp Company exhibited, through its Washington agent, the National Electric Supply Co., a complete series of lamp parts, beginning with the solution from which the filaments are made and ending with the completed lamp. Few, even among the experts, realize that the making of an incandescent lamp requires 52 distinct processes. The exhibit of the Columbia Company does not, of course, show each process, but only the parts.

Credit was given to Mr. F. E. Foster for an article in the May issue of *SELLING ELECTRICITY*, which should have appeared under the name of Harry V. Forest. The similarity of names and unusual quality of contributions of both these gentlemen accounts for the mistake.

THE CONVENTION DAILY

THE CONVENTION DAILY was quite the most ambitious piece of class journalism attempted within recent years. To write, edit and print a twenty-four page newspaper on three successive days, in a

strange city, with a staff that had never worked together on such a job before; to have that paper ready for distribution in time so that the 1600 delegates could read it at breakfast each morning; to address, wrap and

mail copies of all three issues to the entire central station list so that every lighting manager could have complete newsy accounts of the proceedings two days after the closing of the Convention—that was certainly an undertaking the like of which cannot be paralleled.

And it was no half-way success. "I believe the DAILY did more than any other single thing to make the Convention a success," said Sam Scovil, whose conservatism is proverbial and whose expression, therefore, may be

accepted at its face value. "It brought the delegates together; made the new members acquainted with what was going on; infused a spirit of 'get-together' into the whole proceedings." The congratulations of the officers of the Association and of others high in its councils were equally gratifying to the promoters of the DAILY.

Let it be known at once that the DAILY was conceived in a spirit of self-advertisement. We desired the central station men of the country and the manufacturers upon whose sup-



The "Convention Daily" Staff.

port we must, as publishers, count for success, to realize that SELLING ELECTRICITY has within its organization the ability and the enterprise to undertake and carry out successfully what was, as one prominent delegate said, "the

biggest thing ever done at a National Convention."

If anyone has a doubt that the DAILY took the Convention by storm, the following expressions of approval should dissipate it:

EXPRESSIONS OF APPROVAL

The "CONVENTION DAILY" filled a long felt want and I trust that the good accomplished this year may result in a continuance."

PRESIDENT DUDLEY FARRAND.

Allow me to congratulate you on your splendid work in the CONVENTION DAILY."

"The C. W. Lee Company has certainly set a high standard for all future Convention Journalism."

"Your presence at the Convention has helped to make it the unqualified success which it undoubtedly is." EX-PRESIDENT ARTHUR WILLIAMS.

"The CONVENTION DAILY has been a great success. It has helped to put added interest and enthusiasm in the convention this year."

MR. J. ROBERT CROUSE.

"I want to get some extra copies of this interesting CONVENTION DAILY to send away."

MR. CHARLES P. STEINMETZ.

"The CONVENTION DAILY has been a great success."

EX-PRESIDENT, JAMES I. AYER.

"It's the biggest thing that has ever been done at an Electric Light convention. Nobody realized until after the first and second issues, that the C. W. Lee Company or any other company could actually set up shop here in Washington and get out a genuine newspaper. You have gone up against a tremendous undertaking and made good." MR. JOHN CAMPBELL.

"You are to be congratulated. The "DAILY" has certainly been a big success."

SECRETARY W. C. L. EGLIN.

"It is absolutely necessary now that we should have another CONVENTION DAILY next year. It has proved to everybody what an essential thing a daily paper, such as you have published, is to the success of a big convention. The "DAILY" has helped to keep up the enthusiasm and interest in the convention, and has kept every member in close touch with what was going on."

MR. E. A. DOSSETT.

"It's a great stunt and a great ad for the C. W. Lee Company. We are perfectly willing to see you do the work, for we would hardly care to attempt to get out such a paper ourselves."

MR. C. H. JOHNSON.

"I want to congratulate you, not only on your enterprise, but on an enterprise very thoroughly and skillfully carried out. The "DAILY" made many friends for itself through its cleverly worded paragraphs. It was good breakfast table reading, not only for the scientific men, but also for the non-scientific lady."

MR. FRANK L. PERRY, ASSISTANT MANAGER, WESTERN ELECTRICIAN.

THE CURTIS ADVERTISING CO.

The CONVENTION DAILY was certainly a clever piece of work and reflects the highest credit on the editor and publishers.

F. A. CURTIS.

"I believe the "DAILY" did more than any other single thing to make the Convention a success."

MR. SAMUEL SCOVILL.

"I am so glad the "DAILY" has been so successful."

CARMELITA BECKWITH.

THE CONVENTION'S VOTE OF THANKS.

"I move a vote of thanks to the publishers of the CONVENTION DAILY. I think they have rendered an excellent service to the National Electric Light Association this year."

MR. J. F. GILCHRIST. (Motion carried.)

THE AFTERMATH

"WE'LL MEET WITH CHAMPAGNE AND A CHICKEN AT LAST"

CONVENTION means work. It is strenuous from start to finish, but—

It also means some play. Perhaps it is the hours of social relaxation that make the more strenuous ones possible. And surely there was no lack of these hours at the N. E. L. A.

The convention opened on Monday night with a big reception and dance, and it closed on Friday with a host of dinners big and little.

Friends and acquaintances of long standing were reunited for a few days and they made the most of their time to re-establish their comradeship.

The Washington members outdid themselves in entertaining. The more or less formal social features of the convention, the Monday night reception, the President's reception, the Wednesday night dance and the trip to Mount Vernon, and the theatre party, were due to their careful planning and able execution.

While these larger affairs were most enjoyable in themselves, they were in reality only a small part of the actual social life of the convention.

Breakfasts, luncheons, dinners, and late suppers were given in large numbers every day.

Many others, less formal, were arranged on the spur of the moment, and at all business was generally a tabooed subject.

A number of unofficial affairs were given by the officers of the association, and these were climaxed by the luncheon of Mr. Arthur Williams on

Friday, at which several Washingtonians as well as convention officers and a few members were guests.

Besides the entertainments of this kind, there were as many as a dozen small parties at the Columbia Golf Club, entree to which was courteously offered to golfing members and their guests.

Men disappeared. Where they had gone was a matter of conjecture, but ten to one they had joined some party for an auto trip about the city, for a canoeing trip on the Potomac, or maybe for a horseback ride with several others similarly inclined. And every day the hours between six and nine were purely social for nearly all of those present.

The whole convention was a live issue. Everything that had been attempted was accomplished with an almost surprising energy and enthusiasm. But it was a breezy, easy enthusiasm that makes things happen, and it made the enjoyments of the day of as real moment as the business. Every one knows about Jack of the all-work-and-no-play fame. Well, he wasn't present at the Thirtieth Convention of the N. E. L. A.

The work of the convention was naturally the first consideration, but—the ladies were there!

And they were so well taken care of that they will surely sanction the paraphrase and agree:

"That Washington hath left
A charming memory,
A light (electric) for after times."

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press
and Business Magazines.

The following exchanges are being carefully watched for business-getting
ideas worthy of reproduction.

Central Station
Electrocraft
Electrical Age
Electrical Review
Electric Traction Weekly
Electrical World
Western Electrician

Brains
Business Man's Magazines
Inland Printer
Judicious Advertising
Profitable Advertising
Salesmanship
System

Gas Light Journal
Journal of Electricity
Light
Progressive Age
Public Service
Street Railway Journal
Signs of the Times

ELECTRICAL WORLD— JUNE 1.

Minneapolis G. E.

Under the title, "A Lesson for Central Station Managers," H. Cole Estep, in this number of the *World*, describes the efforts of the Minneapolis General Electric Company to establish a new system of rates according to the maximum demand system. Although Mr. Estep says that "the justice of the maximum demand system is neither difficult to demonstrate nor hard to comprehend," the Minneapolis company failed in its efforts simply because it did not take up a campaign of publicity advertising until it was too late. The Minneapolis newspapers and the general public regarded the efforts of the company to change the system of rates with suspicion. As the writer phrases the situation, the public and the newspapers were "dead against it." "Being utterly ignorant of the first principles involved in the manufacture and sale of electricity," the press and the public insisted on the continuance of a ruinous system of flat rates.

When at last the company came to realize the gravity of the situation, the publication of a well written series of advertisements in the newspaper was taken up. These advertisements explained in a simple

and yet thorough manner the principles underlying the making of electrical rates. But as the writer says, this attempt by the company to remedy matters by a campaign of publicity came too late. At the last meeting of the city council a resolution was unanimously passed authorizing the conversion of the old city pumping stations into municipal electric light plants. The Minneapolis General Electric Company now has the choice of accepting the flat rate system or of entering into competition with the city. "On account of public ignorance the company is destined to lose thousands of dollars through an unfair system of rates."

The writer concludes as follows: "Perhaps this costly mistake made by the Minneapolis General Electric Company in neglecting its campaign of education until it was too late, may prove to be a valuable lesson to other central station companies. A few hundred dollars spent at the proper time in a judicious campaign of public instruction would have avoided the present difficulty."

Rivals in Brilliance.

Up in Northern Michigan where rival ball teams seem to be as yet unknown, the Houghton County Electric Light Company

is making capital stock of the situation by playing the various towns off against each other in a thrilling campaign of electric street lighting. As described by Fred G. Bolton in the *World*, three towns, Houghton, Hancock and Calumet, have for some time been trying to outdo one another in the lighting of their respective business streets. As the Houghton County Electric Light Company supplies the current for all three towns, it can be easily seen why this rivalry has proved exceedingly profitable.

These three towns are now lighting all business streets with a double string of incandescent lamps on each side. The lamps used are 4-cp and they are placed four feet apart. As there are two rows on each side of the street, this gives a lamp every two feet. The towns are so well pleased with the better light, that they are now talking of lighting the residence districts in much the same manner.

Mr. Bolton suggests that other companies should get into this work by lighting a few blocks in their own city or town as a demonstration. He says:

"We must show our goods to the buying public before we can sell them, and this is as true of selling electricity as in any other mercantile line."

Central Station Bulletins.

Three testimonials to the value of the central station bulletin as a profitable investment for a large electric lighting company are published in this article. Mr. La Rue Vredenburgh, superintendent of the exhibition department of the Edison Electric Illuminating Company of Boston, tells how *Edison Light*, the house organ of that company was started with an issue of 5,000 and after two years enlarged substantially and the regular issue increased to 21,000.

"I am thoroughly satisfied that the expenditure involved in the publication of this bulletin is fully justified."

For *Light and Power*, the bulletin issued by the C. W. Lee Company for the Public Service Corporation of New Jersey, Miss Frances Nelson, the editor, is quoted in part as follows:

"What we think of the value of such a medium is evinced by the fact that with the July issue it goes into its fourth volume,

and since its first edition it has grown from eight pages, printed in one color, to its present size of 16 done in two colors with especially designed covers. But we don't view it as an immediate business bringer; we consider its results cumulative."

Mr. H. K. Mohr, manager of the advertising bureau of the Philadelphia Electric Company, is quoted as follows:

"A house organ is primarily intended for the existing customers of any company, and is used only in a secondary sense in advertising to the consumer, and that is the Philadelphia Electric Company's theory. This company believes that the primary and most important mission of the bulletin is to increase and cement the cordial relationship existing between the company and the customer; to endeavor to make the understanding between company and customer as complete and thorough as possible."

Southwestern Electrician.

In its very complete reports of the Third Annual Convention of the Southwestern Electrical and Gas Association, the *Southwestern Electrician* publishes in full the above named paper by Mr. F. C. Randall.

The paper deals with the principles and practice of systematizing the work of gathering and recording information and data so that it may be instantly available, complete, comprehensive and not involve too much clerical labor. It is pointed out that forms frequently contain (or require) too much information, and that this leads to abbreviations and carelessness upon the part of those filling them out. The author pleads for simplicity and as few forms as will serve to keep proper records. The paper as a whole contains many valuable suggestions.

Progressive Age.

A rather old-fogey editorial on the subject of business getting appears this month, it being the writer's fear that in their haste and eagerness to devise a follow up system, his readers will fall into the error of being too persistent. The grave effects of the deceptive imitation letter are also enlarged upon and the writer's personal experience with a tenacious tailor who followed him up with unwelcome perseverance set forth

at some length. The editorial is a good example of a man who knows nothing about it trying to tell what he doesn't know to somebody who does.

ELECTRICAL WORLD.

Editorially the *World* comments on the extended use of the household motor. The washing machine and the ice cream freezer are the two household appliances that at present represent the principal use of the electric motor in the home. On account of the cost of motors, and the undesirability of having a separate motor for every household appliance, the writer advises the working out of a plan whereby one or two motors can be made to suffice for the driving of the sewing machine, the washing machine, the ice cream freezer and all other devices in the home that require the application of power.

Mere Growth Not Prosperity.

"Mere growth of the peak load from year to year, without change in the general character of the load, does not, for example, necessarily indicate a prosperous condition. This is what the *World* has to say to the central station manager who has been congratulating himself on a large increase in business without any particular effort on his own part. Such a growth, the writer argues, may mean that the company is obliged to add, year by year, to an investment which is paying none to well and that the ratio of investment to earnings is not improving.

"If the central station property is being developed as it should be, the ratio of gross earnings to investment should be steadily on the increase from year to year. Going back a step farther, this practically means that the ratio of average load to peak load or, in other words the yearly load factor, should be steadily increasing. There is at best in central station business a large amount of investment idle 22 hours per day from six to eight months of the year. The greatest number of hours this investment can be made to earn revenue, the greater will be the ratio of gross revenue to investment."

Electric Autos In Washington.

Within the past two years, says this

writer, the number of electric vehicles in use in Washington has increased over 100 per cent. The causes that have brought about this remarkable development are, first, the improved character of the electric automobiles now on the market which are capable of traveling from 40 to 50 and in some cases 75 miles on one charging; second, the establishment of garages for the special care and charging of electric vehicles by the various companies manufacturing them, and third, the establishment of a special rate and a charging station by the Potomac Electric Power Company.

Advertising Enterprise.

The advertising enterprise of the Queens Borough Gas and Electric Company, which operates in New York and yet supplies current only to seaside resorts—15 small towns—is the subject of a special article in the *World* by Miss Carmelita Beckwith. One of the successful issues put through by President Carleton Macy of this company, was the buying of a large supply of electric portable lamps which were sold to customers at cost. Through clever advertisements in the newspapers and mimeograph letters several hundred of these portables were sold.

The loaning of electric flatirons on 30 days' trial was another plan taken up several months ago and to-day, as a result, from 30 to 40 irons a month are being sold. Other electric heating and cooking devices are being loaned and sold in the same successful manner. The company make a special rate of 6 cents per kwh. and installs a special meter wherever heating and cooking devices are connected. This rate is also allowed for charging automobiles.

Electric signs are sold at cost to customers and connections are made free.

Miss Beckwith quotes Mr. Macy as saying that he assuredly does believe in central station advertising, and in keeping everlastingly at it. "Everything tells in the long run. As a result of our activity, the electric branch of our business is away ahead of gas."

Signs of the Times.

"The advertising manager of the electric light company has reasons to be glad," says this interesting publication. "He has a field

to work in that is unique and interesting. Without competition, in cities where one company holds the franchise, he has things pretty nearly all his own way."

Right at this point we want to ask every manager of an electric light company, who feels that he has everything all his own way, who admits that he has reasons to be glad, to stand up or otherwise manifest his endorsement of the above effusion.

When the writer gets down to the subject of electric sign advertising he comes much nearer the mark:

"Advertising managers have found that a few good electric signs, well placed, cover the entire city effectively. Direct mail advertising is often used as a supplement with telling effect. The electric sign is working all the time with all the people. It's no guess, no theory, no experiment. It's a fact —'a pillar of cloud by day, of fire by night.' It's free and everybody is susceptible to its influence. It aids the solicitor, and renders his efforts more prolific of results."

ELECTRICAL REVIEW.

"The efficiency of your salesmen is only secondary to the efficiency of your service. Your success hinges not on one or the other, but on both. For given efficient service, and an efficient, hard working corps of salesmen, who shall say to what heights your company can attain? Therefore, the selection of solicitors is a mighty vital and important one to central station managers."

The writer goes on to say that too many managers make a practice of using their contract department as a catch-all for applicants for positions who have no claim for a job outside of some personal or political pull with the officers. "If you have a place to make for some friend or relative of the officers, don't put him on the soliciting force, unless he has real ability in that line."

Here are some of the requirements necessary in the good solicitor as outlined in this article: Practical knowledge of the business, pleasing personality and address, enthusiasm, tact, honesty and stick-to-it-iveness.

EVANSVILLE GAS AND ELECTRIC CO.

Some of the unique and successful methods put into effect by Mr. W. B. McDon-

ald, manager, and Mr. Tills, contract agent, were briefly mentioned in this number of the *Review*. Enlisting the aid of the school children to sell gas and electricity was one of them. Another was the marriage of a young couple on the top of the smokestack of the company's plant. The company employs only high class solicitors and pays good wages. In case a solicitor fails to call upon a prospect within a certain prescribed time, and the prospect comes in and does business with the office, the sale is credited to the office and not to the solicitor. This results in making the solicitors call often on every prospect.

Selling Electricity In Mexico.

Some of the progressive advertising methods now being used by the Mexican Light and Power Company of Mexico City, Mexico, are illustrated and described in the *Review* for May 11. This company has harnessed Necaxa Falls and carries the current from the falls 200 miles to El Oro and Mexico City. The general manager of the company, Mr. R. F. Hayward, was formerly with the Utah Light and Railway Company of Salt Lake City. The gross earnings of the company for 1906 were over \$4,000,000.

In a country like Mexico where the most advanced system of lighting is either the ancient candle or the smoky oil lamp, the conservatism and suspicion of the public that must be overcome is something disheartening. But the Mexican Light and Power Company went after these people with a campaign of direct-by-mail advertising—letters and folders. The company also gets out a bulletin. All advertising matter has to be printed in both Spanish and English on account of the mixed character of the population. Newspaper advertising is another form of publicity that the company has used with profitable results. Over the office of the company is placed a large electric sign which is part of the company's sign campaign.

Kansas City Progress.

With 600 customers and 500 meters installed in June, 1900, the Kansas City Electric Light Company developed in the six years up to March of this year, 9,000 customers and 9,500 meters. This remark-

able development is due to the efforts of Mr. R. E. Richardson, general manager, who took charge of the company some seven years ago. Since June 1904, Mr. Richardson has had as his assistant, Mr. R. S. Bogie, director of the new business department. A bulletin, direct-by-mail advertising and a live staff of solicitors are the agencies through which the Kansas City Company has come to the forefront.

BRAINS.

"Ethics in church advertising is given less consideration than formerly," says *Brains*, which then gives an account of an electric sign three feet wide and six feet long which has been hung out at the gate of the Fifth Avenue Baptist Church, New York City. The sign bears the words, "Fifth Avenue Baptist Church," and undoubtedly serves to increase the size of the congregation every Sunday night.

SYSTEM MAGAZINE.

The New York Edison Company's practice of using a large variety of letterheads in its follow-up advertising work, each letterhead being illustrative of the class of service solicited, appeals to the writer of this article, Mr. Franklin A. Stote, as an altogether unique idea. Not alone is the department letterhead of interest and value in the follow-up campaigns, but it has many advantages when used in regular correspondence, for it brings home to the recipient by means of the illustration, some vital point about the service which the ordinary letterhead does not convey. Over twenty-five examples of Edison Company letterheads, most of them bearing Cooper's imitable "Edison man" caricatures, are used to illustrate the article. "There have been about fifty different designs produced to illustrate various departments of the service and to interest innumerable classes of prospective patrons," says Mr. Stote. "While it is not possible, of course, to determine exactly the pulling power of these letterhead designs, yet the attention they have attracted since they were introduced is proof of their success."

Convention of Ill. Eng. Soc.

The Illuminating Engineering Society will complete its first year with a general convention in Boston, where members of each of its five sections will gather July 30 and 31, during "Old Home Week." Over three hundred members have given assurances that they will attend and the various committees are therefore planning for a very large and enthusiastic convention. A preliminary announcement has just been issued giving a general outline of the work of the convention, which will include a strong program of interesting papers by the leading men available, and an exhibition of both illuminating appliances and measuring apparatus. Social features, also, will be provided for. The headquarters of the convention are in Room 728 Old South Building, Boston, where John Campbell, Chairman General Convention Committee, and J. H. Griffin, Jr., of the Hotel Committee, may be addressed.

Want a Flat Rate.

The Public Franchise League of Boston is after the Edison Electric Illuminating Company of that city for a flat rate as an alternative to the differential system of charging now in vogue. At a meeting May 22 before the Massachusetts Gas & Electric Light Commission, John B. Eastman made an address urging that the company allow customers the option of taking energy at a flat rate of 10 cents per kwh. There will be another meeting before the commission in June when the company will endeavor to meet in detail all the arguments advanced by Mr. Eastman.

No False Modesty.

Mr. Frank H. Plaice, General Manager of the New Bremen (Ohio) Electric Light Co., whose paper telling how he has secured a *per capita* income of \$8.50 in a town of 1380 created something of a furor at the Convention, believes in letting people know what his business is. His card bears this inscription in red, "We intend to light every building and turn every wheel within a radius of ten miles."



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by
THE C. W. LEE COMPANY,
54-56 Clinton St. Newark, N. J.
FRANK B. RAE, JR., *Editor.*
BRAD STEPHENS, *Advertising Manager.*

Subscription price, One Dollar per year.
Single Copies, Ten Cents.

NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Application made at the Newark Post Office for entry as Second Class Mail Matter.

Vol. 1. JUNE, 1907. No. 6

IT will be pretty thoroughly evident to anyone who glances over this issue that SELLING ELECTRICITY covered the National Electric Light Convention as no convention has been covered before. With the *Convention Daily*, issued at Washington containing reports of the first three days' sessions and this issue of the magazine completing the Com-

mercial Day, we feel that our readers have every vital point of the Thirtieth Annual Convention now before them. We therefore bid farewell to this, the largest and most successful gathering of central station men in the world, and go back to our regular routine.

Ordinarily, such a move would follow naturally and as a matter of course, but among electrical papers it seems to be usual to drag out the material gathered at National Conventions throughout the year. At least one of the larger trade journals published so late as June 1, a paper prepared for last year's convention—a most enterprising proceeding in view of the fact that this same paper was published in SELLING ELECTRICITY last mid-winter.

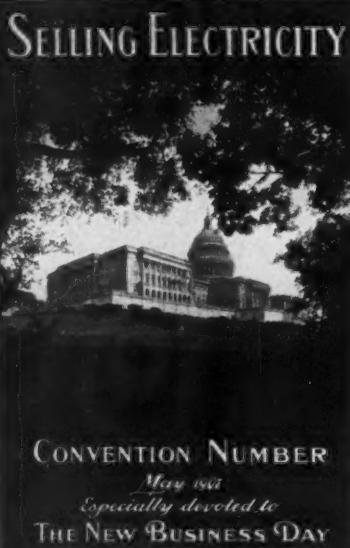
This issue contains in its abstracts of the commercial papers, all of value to central station business getters that occurred before the National Convention. While it would undoubtedly be an advantage to print complete papers, the gist is here given—boiled down to fit the needs of the busy central station manager or solicitor. The husk has been torn from them—the kernel—the meat of the matter, brought within the compass of a few words.

SELLING ELECTRICITY ADVERTISERS.

VOL. I. NO. 3

MAY, 1907

TEN CENTS PER COPY



Published Monthly by the C. W. LEE CO., 54 Clinton Street, Newark, N. J.

**This Magazine
Will Help You
Make Good**

It's chock full of new ideas for selling more juice. Behind every idea there is a live business getter—a man who has actually tried out the particular plan he tells about, and found it successful. A great many of these successful schemes for getting new customers will fit the conditions in your town—will help you succeed in your field.

Can you afford to let any good ideas get by you?

We are sending out a handsome leather memo card case with every new subscription to **Selling Electricity** sent in on the attached coupon. Fill out the blank now and get one of these convenient vest-pocket memoranda.

TEAR OFF ON THIS LINE

Selling Electricity, Newark, N. J.

Find pinned to this coupon a \$1.00 bill, for which send me your Magazine one year.

Name.....

Company.....

City.....

State.....

In writing to advertisers, mention "Selling Electricity."

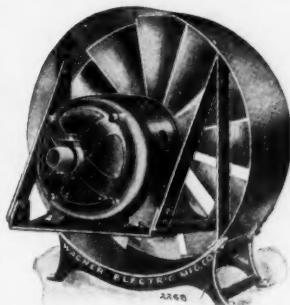
SELLING ELECTRICITY ADVERTISERS.

WAGNER ELECTRIC MANUFACTURING CO.

MAIN OFFICE AND FACTORY, ST. LOUIS, U. S. A.

MR. CENTRAL STATION SOLICITOR :

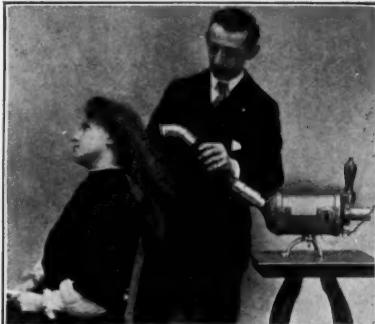
You can put from 10 to 15 of these ventilating fan outfits on your lines this summer, if you will post yourself as to their possibilities. Remember, they are Single Phase, Variable Speed, Auto-Transformer controlled outfits. Note two distinct features never before used in connection with single phase outfits:



Variable Speed Auto-Transformer Control.

The Variable Speed feature is of course a necessity. The Auto-Control means that the expense of operating is dependent on the speed of the fan.

Write for Bulletin No. 76-M and post yourself.



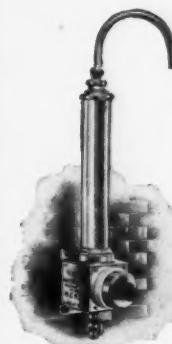
The JOS. FALLEK Electric Hair Drier

Put one in your exhibition room and demonstrate its advantages to barbers, hair dressers and hotels.

As a window display, the Fallek Electric Hair Drier is one of the most effective means of attracting attention to the advantages of your service. Send for literature.

JOSEPH FALLEK
59 West 21st Street NEW YORK

H. C. K. INSTANTANEOUS ELECTRIC WATER HEATER



A thorough reliable continuous flow Electric Heater from which water at any temperature from cold to 200° F. can be drawn. Such a compact sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber-shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

H. C. K. COMPANY
30 GREENWICH AVE. NEW YORK

In writing to advertisers, mention "Selling Electricity."

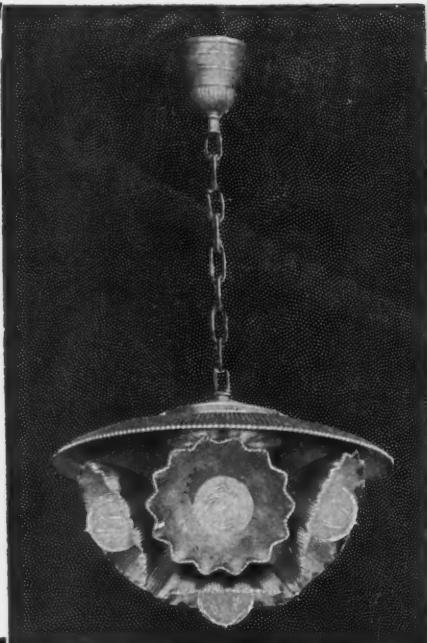
SELLING ELECTRICITY ADVERTISERS.

"The Perfection of Artistic Illumination"

HOLOPHANE ARC

**You cannot afford to
be without full particulars
concerning this cluster.**

Let us show YOU.



PATENT APPLIED FOR

MADE FOR

GEM~

**STANDARD and
TANTALUM LAMPS**

WRITE FOR PRICES, DISCOUNTS, ETC., TO

HOLOPHANE COMPANY

SALES DEPARTMENT

227-229 Fulton St.

New York

Solicitors Wanted

We can place at once, six power solicitors and ten light solicitors. Must be men with practical experience in applying up-to-date business-getting methods.

WRITE US AT ONCE

Electric Solicitor's Exchange

54 Clinton Street

Newark - New Jersey

WE HAVE GOT IT

AND

YOU WANT IT

THE B-H
Reliable
Time Switch

A proposition to prove our claims made to the skeptical.

Write—

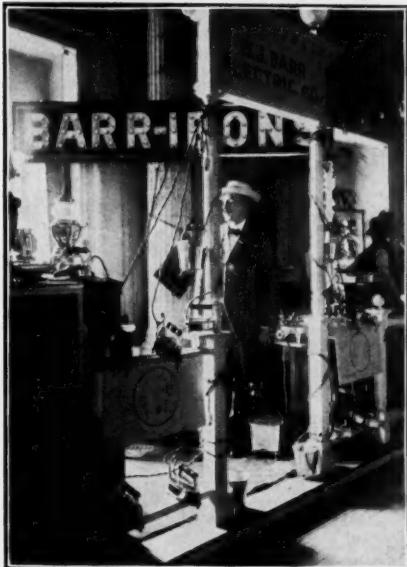
The BALLOU-HUTCHINS ELECTRIC CO.

38 WEYBOSSET ST.

PROVIDENCE, - RHODE ISLAND

SELLING ELECTRICITY ADVERTISERS.

THE
Hit of the Convention
The Barr-Iron Booth at N.E.L.A. Convention



The reasons why Barr Irons have the confidence and approval of discerning Central Station men:
More heat for same watt consumption.
Uniform distribution of heat.
Longer life in heating element.
No heat in handle.
No porcelain to break.
No wearing of the cord. (Patent Cord Protector.)
More simplicity in changing heating element.

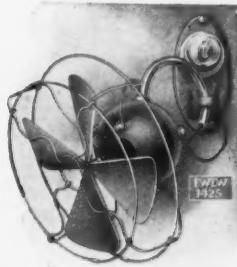


Let us send you this iron at our special price to central station men.
CAN BE FURNISHED WITH PLUG SWITCH ON THE IRON

The W. J. Barr Electric Manuf'g Co.,
CLEVELAND, OHIO

Summer Comfort

Can be obtained with Fort Wayne Universal Bracket Fans—the kind that throw the air in any direction by simply placing the fan in the desired position. They stay where you put them, too.



8-IN. UNIVERSAL BRACKET FAN MOTOR

No lock nuts, adjustment screws or other trouble-making devices, to stick, turn hard or get out of order and make you warmer trying to regulate them.

Fort Wayne Electric Works

"Wood" Systems
Fort Wayne, Indiana

564

**KIMBLE-GREGORY
VARIABLE SPEED MOTORS**

Alternating and Direct Current
FOR PRINTING PRESS DRIVE
No Belts—Friction drive—No Resistance
Any Number of Impressions per Hour
A Money Maker for the Printer and a Business Getter for You



Prices Right Send for Booklet X
WE MAKE FORGED BLOWERS TOO
GUARANTEE ELECTRIC CO. CHICAGO

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Commercial Engineering

COMMERCIAL Engineering is the science of getting new business. "Advertising," you say. Yes, and no—Commercial Engineering means more. There are many kinds and many methods of advertising coupled with soliciting. The right kind for a Central Station in Washington, D. C., may be altogether the wrong kind for Skowhegan, Maine. And the method that succeeds in Skowhegan may fail utterly in Walla Walla, Washington State. The Commercial Engineer plans the best kind—the right kind—for the specific place and the specific case.

There is only one way in which it is possible to do this and that is by means of a careful personal investigation, on the ground, of the condition that must be faced and a thorough knowledge of the causes of those conditions. Hence the Commercial Engineer must be a man of large experience in that special branch of business wherein he chooses to use his brains. His knowledge and experience are placed at the disposal of his client, just as are the services of the lawyer or the physician; and they enable him to administer the special treatment which will go farthest toward smoothing out the troubles that beset the business-getting efforts of that client.

The C. W. Lee Company is a firm of Commercial Engineers, who serve as counsel for Electric Lighting and other Public Utility Companies.

The C. W. Lee Company does not do a general advertising business. It has no cut and dried stock advertisements to sell. Its members are specialists. Their speciality is the organizing and systematizing of Commercial Departments for Lighting Companies.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

The members of this firm have been identified with Central Station business-getting for many years. Their experience and record for successful accomplishment in this field have been won by labors in many cities and towns scattered through several States. They are familiar with many varying conditions and their success has come from careful consideration of the conditions in each individual case in advance of undertaking any contract for the up-building of their client's business.

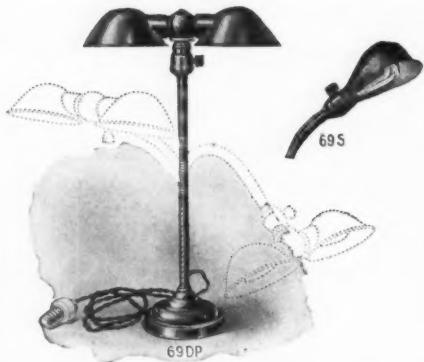
The C. W. Lee Company has no patent nostrum, no cure-all for Central Station business ills. It ventures no opinion without first investigating and analyzing the specific conditions to be faced. It recommends nothing which local circumstances do not justify. Its members are planners and writers of forceful and dignified business-bringing literature and of advertising designed to develop Commercial Departments. Their recommendations of expenditure are based on conservative estimates of the actual cash returns which personal investigations, backed by wide experience, shows may be confidently expected. They waste nothing in experiments. Their methods lift a great mass of petty detail from the shoulders of the local manager and help to conserve his time and energies. Direct and positive results are obtained by means which experience has proved to be economical, practicable and in accord with the ethics of Central Station business.

The C. W. Lee Company offers its services to the owners and managers of lighting properties whose business-getting departments may need assistance. It solicits commissions to make commercial investigations. If YOUR Central Station wants more business it will be to your lasting profit to get into communication with

C. W. LEE COMPANY
NEWARK, N. J.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



Almond

**Flexo
Desk Lamps**

The Almond Flexible Arm brings the light right where it is wanted. Booklet.

**T. R. ALMOND MFG. CO.
83 Washington Street, Brooklyn, N. Y.**

A Dow Adjuster on a Drop-Cord Lamp will give you your light just where you want it

It works like a shade-roller—give it a twitch and it rolls up; give it a pull and it rolls down; no trouble, no twisted cords, no profanity. Adjusts easily and instantly; durable and inexpensive.

Sample free if you use it in your display room and advertise it to your customers.

Marshall Electric Mfg. Co.

Boston, Mass.



DAY

**Haller Electric Signs
Speak All Languages**

BY DAY AND BY NIGHT

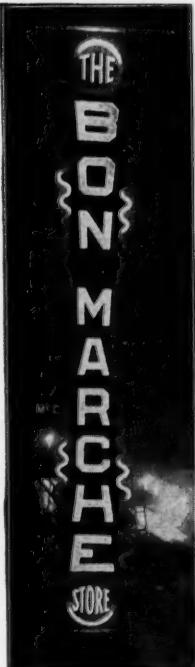
For the most Advanced Construction in Metal Signs, the Most Successful Effects and the Lowest Possible Prices

Correspond with

**Haller Machine Co.
SIGN WORKS**

319 S. Clinton St.

Chicago



NIGHT

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

We Help Power Solicitors Get Business

The Power Solicitor must be ever ready to solve whatever problems confront his customers or prospective customers.



If it is a problem in motor control, The Cutler-Hammer Manufacturing Company will solve it for you—solve it right—be responsible for successful and satisfactory results—and will not cost you or your customers one cent.

We are daily in receipt of letters asking how best to accomplish this or that result. Nearly always the problem, though new to the person making the inquiry, is an old one to us, and we are frequently able to send blue prints showing how the same conditions were successfully met in former cases.

Central Station Solicitors, Managers, Makers of Motor-Driven Machinery, Consulting Engineers, Electrical Contractors, and the Man on the Switchboard, are cordially invited to avail themselves of our facilities.

Tell us what you want to do and we will show you how to do it.

THE CUTLER - HAMMER MFG. CO.

MILWAUKEE, WIS.

New York Office, 136 Liberty St.
Chicago Office, Monadnock Bldg.
Pittsburg Office, Farmers' Bank Bldg.
Boston Office, 176 Federal St.



Electric Flat Irons

From a Scientific or
Mechanical Standpoint, are

Correct



No. 1502-C

The Enamel Method of insulation insures rapid conduction of heat, and absolutely *uniform temperature* over the entire bottom of the iron.

SEND FOR CATALOG "S"
ON ELECTRIC HEATING



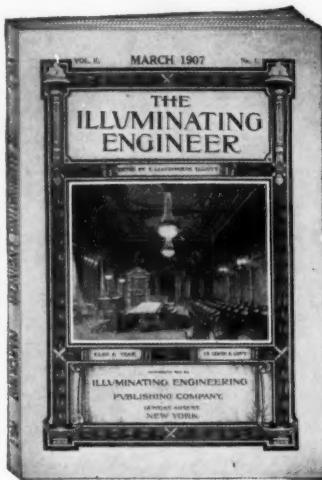
SIMPLEX ELECTRIC HEATING CO.

CAMBRIDGE, MASS.

Chicago Office Monadnock Block

SELLING ELECTRICITY ADVERTISERS.

Devoted to the
Science and
Art of
Illumination



Published
Every Month
\$1.50 a Year
15c. a Copy

Selling Light

A Solicitor of one of the Largest Lighting Companies in
the West writes:

"Your publication in the past year has been worth many a dollar to me."

A Prominent Electrical Engineer says:—

"I subscribed for **The Illuminating Engineer** some six months ago, and am very much pleased with it. I think in the engineering profession it fills a long felt want. It gives information that we cannot find elsewhere."

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"I want to take this occasion to tell you that I think **The Illuminating Engineer** is both valuable and interesting; characteristics which do not always go together. My one difficulty is that common to all busy men, namely, that I do not have time to absorb as much of the good matter as I would like to."

The first qualification for a salesman is a full knowledge of his "line." **The Illuminating Engineer** is the only complete source of information on all subjects pertaining to the use of light. Many are using it regularly as a serial text-book for fitting themselves as Illuminating Engineers.

Your request will bring a sample copy.

THE ILLUMINATING ENGINEER

12 West 40th St.

New York

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SELLING ELECTRICITY ADVERTISERS.

For the Man Who Sells Electricity

In other words, for the man who is a producer—a business builder. Our Course in Scientific Salesmanship is for every such man. Because our Course is a practical science of business building; because it makes men stronger in every way; because it leads directly to more sales, greater profits, bigger business and better business. Because it will multiply any man's earning capacity by 2.

Not all the salesmen are "on the road." ANY MAN WHO DISPOSES OF GOODS OR SERVICE AT A PROFIT IS A SALESMAN, no matter whether he does his work "on the road," across a counter, from house to house, or from office to office; whether he sells shoes, machinery, clothing, sugar, advertising, real estate, bonds, telephone service, electrical service, or what not.

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A sale is a mental thing or process—the intelligent co-operation of one mind with another. Every sale must surely be brought about, therefore, not by technical knowledge alone, but by the power of persuasion—the ability to persuade another to your way of thinking. You must lead the customer along certain mental paths until his mind reaches the conclusion you want it to reach. That is salesmanship. Now, the

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All Instruction by Correspondence

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If you have "Made good," and are anxious to broaden your field and increase your earning capacity—Write us at once.

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Devices, Emblems, Flashers, Time Switches, Photo-meters and Lighting Specialties

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THE ELECTRIC MOTOR & EQUIPMENT CO.

NEWARK, NEW JERSEY

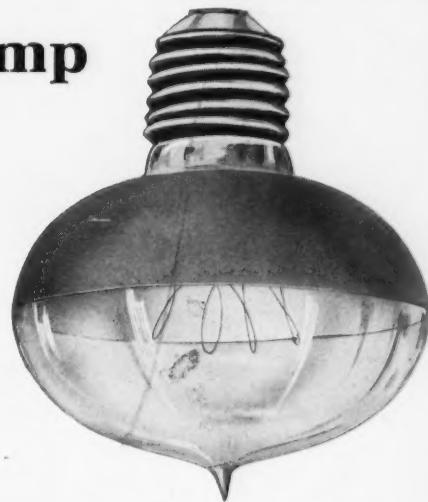
Best Reflector Lamp in the World

Gives from 9 to 10 times as much downward light on the same amount of current as any other lamp made.

No cumbersome reflectors—no expensive wiring—no special fixtures.

RATING OF LAMP	DOWNWARD LIGHT	
4 c. p.	clear 25 c. p.	frosted 18 c. p.
8 c. p.	" 35 c. p.	" 27 c. p.
16 c. p.	" 70 c. p.	" 60 c. p.
32 c. p.	" 140 c. p.	" 125 c. p.

The Germania Reflector Lamp will help you get window lighting business. It combines lamp and reflector in one unit. Requires no investment for initial installation other than ordinary wiring and sockets. Write now for sample lamp and prices.



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SELLING ELECTRICITY ADVERTISERS.

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Single burning on
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2 on 110, 2 on 220,
4 on 220, or 10 on 550
volts D. C.

2 on 110, 4 on 220,
or 10 on 550 volts D.
C. or A. C.

1 on 110, 2 on 220,
or 5 on 550 volts D.
C. or A. C.

Yellow or white
light as desired.

Current 6 to 14
amp. as desired.

330 to 770 watts.
per lamp. as desired.



Prompt deliveries—Reasonable prices—Every lamp absolutely guaranteed and backed by our 17 years experience in arc lamp making. Each lamp has an automatic cut out with auxiliary resistance so cutting out one lamp in a series does not affect operation of other lamps in same series. Bulletin No. 40 tells more.

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—Yours for
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- How to train and test employees.
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- How to figure and charge estimates.
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- How to get the most out of those under and around you.
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- How to begin a letter.
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- How to make an inventory.
- How to figure "overhead" expense.
- How to systematize an entire factory or store.
- How to cut out red tape in a simple cost system.
- How to keep close watch on material and supplies.
- How to tabulate the eight number of employees to a specific job.
- How to decide between piece-work, day wages and bonus systems.
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- How to know every day all little details that may turn into leaks and losses of time and money.
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A Practical Demonstration of Illuminating Engineering

TO Central Station Managers who hesitate to engage the services of an Illuminating Engineer because they are not convinced of the commercial value of such service, the Bureau of Illuminating Engineering offers a practical demonstration at a very low fee.

From sketch plans and data to be furnished by the Central Station, we will lay out and submit by mail, specifications covering one or more lighting installations.

The charge for such service by mail will be merely nominal, it being our purpose to thus give a practical and convincing demonstration of the value of this Bureau as Consulting Illuminating Engineers to Central Stations.

Bureau
of
Illuminating Engineering
437 Fifth Avenue, New York

ARGUMENT: If the amount of light now wasted were given to Central Station customers in the form of useful illumination, dissatisfaction and the outcry against extortionate rates would cease. It is the purpose of the Illuminating Engineer to eliminate waste. Not to reduce consumption of gas or electricity.

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